

MODERN PACKAGING



FEBRUARY, 1932



★ BETTER
PACKAGES
•
CARTONS
DISPLAY
CONTAINERS
LABELS
FOLDERS
DISPLAY
CARDS
CONSULT
WITH US!

★ Sales competition demands
attention compelling—colorful,
effectively designed packaging
that tells your story at a glance

BROOKS & PORTER, Inc.

CREATIVE PACKAGING • LITHOGRAPHED AND PRINTED

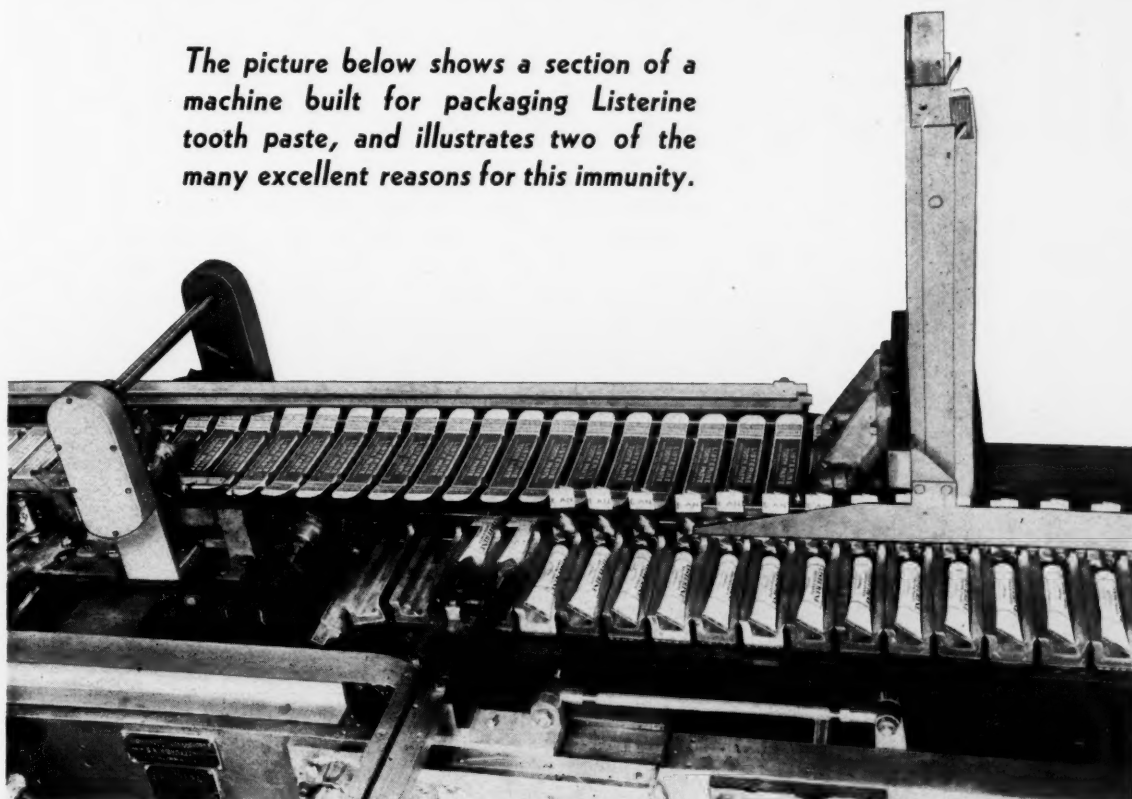
304 HUDSON STREET » » » NEW YORK



WALKER 5-9494

"WHITE ELEPHANT"
is a term *never* applied to the
CONSTANT MOTION CARTONER

The picture below shows a section of a machine built for packaging Listerine tooth paste, and illustrates two of the many excellent reasons for this immunity.



The rails above the "loading way" may be instantly raised, as shown, to permit removal of a defective carton, or dusting and polishing of the "way" before the machine is started in the morning.

The multiple inserting mechanism by which the tubes are started very slowly, gradually speeded up, and then slowed down again as they reach their location. This work is performed so efficiently that the clips are not bent over to the slightest extent while the machine is packaging 150 tubes per minute. Note that two tubes are inserted simultaneously, thus reducing their rate of travel by half.

A similar efficiency is found in the operation of all other units of the CONSTANT MOTION CARTONER as one result of fifteen years of unflagging devotion to our aim—the production of the ideal cartoning machine.

R. A. JONES & COMPANY, INC.

P. O. BOX 485

CINCINNATI, OHIO

FEBRUARY, 1932

1

CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor. LAWRENCE LEY—Advertising Manager. PERRY H. BACKSTROM—Eastern Manager. EARL I. CARMODY—Western Manager. ANN DI PACE—Assistant Editor. E. R. GORDON—Production Manager. EDWIN L. LEY—Art Director. A. J. CEDERBORG—Sales Promotion.

MODERN • PACKAGING

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• Reaction by the consumer public to packaged bed coverings has been so enthusiastic, manufacturers in this field have found it profitable to promote their sale as all-year-round gifts. The packages in which four of the largest manufacturers recently put up their products were the means of sponsoring and the basis of intensive advertising campaigns from which remarkable sales increases were experienced—sales with a twelve months feature. The story begins on page 59 of this issue. It includes data on the Pequot Beauty Box which is reproduced on the front cover, through the courtesy of Parker, Wilder & Company.

Breskin & Charlton Publishing Corporation, 11 Park Place, New York, N. Y. Telephone Barclay 7-0882-0883. Western Office, 333 N. Michigan Ave., Chicago, Ill. Telephone Franklin 7100. Australian Agents Technical Journals Ptg. Ltd., 422 Collins St., Melbourne. Subscription \$3.00 per year. Canadian \$6.00. Foreign \$4.00. Single copy 35 cents. Published on the fifteenth of each month. Also publishers of Packaging Catalog.

★

Dress it up in its Sunday best



Tubes through the courtesy of the New England Collapsible Tube Co.

BRIGHTEN YOUR PACKAGE WITH DUREZ!

PEOPLE have about reached the stage where they look for attractive packages without knowing it. Time was when almost any gingerbread style would do. Right now, and for some days to come, your perfume, dental cream, powder, and every other product has to *appear* right as well as be right!

The leading 95 per cent

Manufacturers with a quick head for figures have found Durez an ideal beautifier for their backward packages. Do you know, for example, that ninety-five per cent of all molded closures today are being made of Durez? And that a great many houses who find Durez so satisfactory for this use are adopting it for trays, dishes, jars, and containers of every description? . . . With good results! The New England

Collapsible Tube Co., who make the caps and tubes illustrated here, use Durez closures because they are strong, tough, and light. They turn easily, and do not bind. Threads are accurate. Durez is not affected by solutions in the container. It is impervious to gases, oils, perspiration. And Durez comes in a wide range of practical colors, which can be blended and mottled to give a variety of effects.

Other prominent users of this material include Squibb, Dorothy Gray, Klenzo, Kal-Pheno, LaLasine, Lehn & Fink, Woodbury, Wildroot, Hudnut, Frostilla, Stearns, Johnson & Johnson, Pepsodent, United Drug, Dew, Mollé, Barbasol, Harper, Quinlan and scores of others.

Write for free information

While General Plastics, Inc., the makers of Durez, are

not engaged in the actual molding of closures or containers, we shall be glad to talk to you about your particular problems. We can tell you, for example, what colors are best to use where the solution is especially strong. We can help to establish friendly relations between your firm and the molder. We can suggest package designs that have proved profitable for others, and can prove profitable for you!

Write now for complete information, asking for samples of Durez-molded caps, and for a copy of the interesting publication "Closure News." General Plastics, Inc., 21 Walck Rd., North Tonawanda, N. Y. Also New York, Chicago, San Francisco and Los Angeles.

DUREZ

THE PERFECT MOLDING COMPOUND





The Old Way

—and The New



New
Package
Design

And
Business
Leadership

More "Repeats"

Because of This Convenient New Carton

This unique new package is making sales and loyal friends for Hershey's Baking Chocolate. Women like its time and trouble-saving idea—8 handy-sized pieces in each half-pound carton, individually wrapped to be used as needed. It's another triumph for New Package Design in the cause of better business, another instance of what Redington Engineers and Machines can do to make new wraps practical.

Designing a Cartoning Machine for Hershey's was no simple task. It has to

count out and assemble the 8 pieces, then pack them in a carton with speed and economy. But Redington Engineers went further and made it adjustable, too. Now fifth-pound packages are cartoned on the same machine.

Perhaps we can help *you* in your search for new sales features—show you how to lower packaging costs, besides. Feel free to send us all the details and a sample of your product. It's recognized that—

"If It's Packaging—Try Redington First"

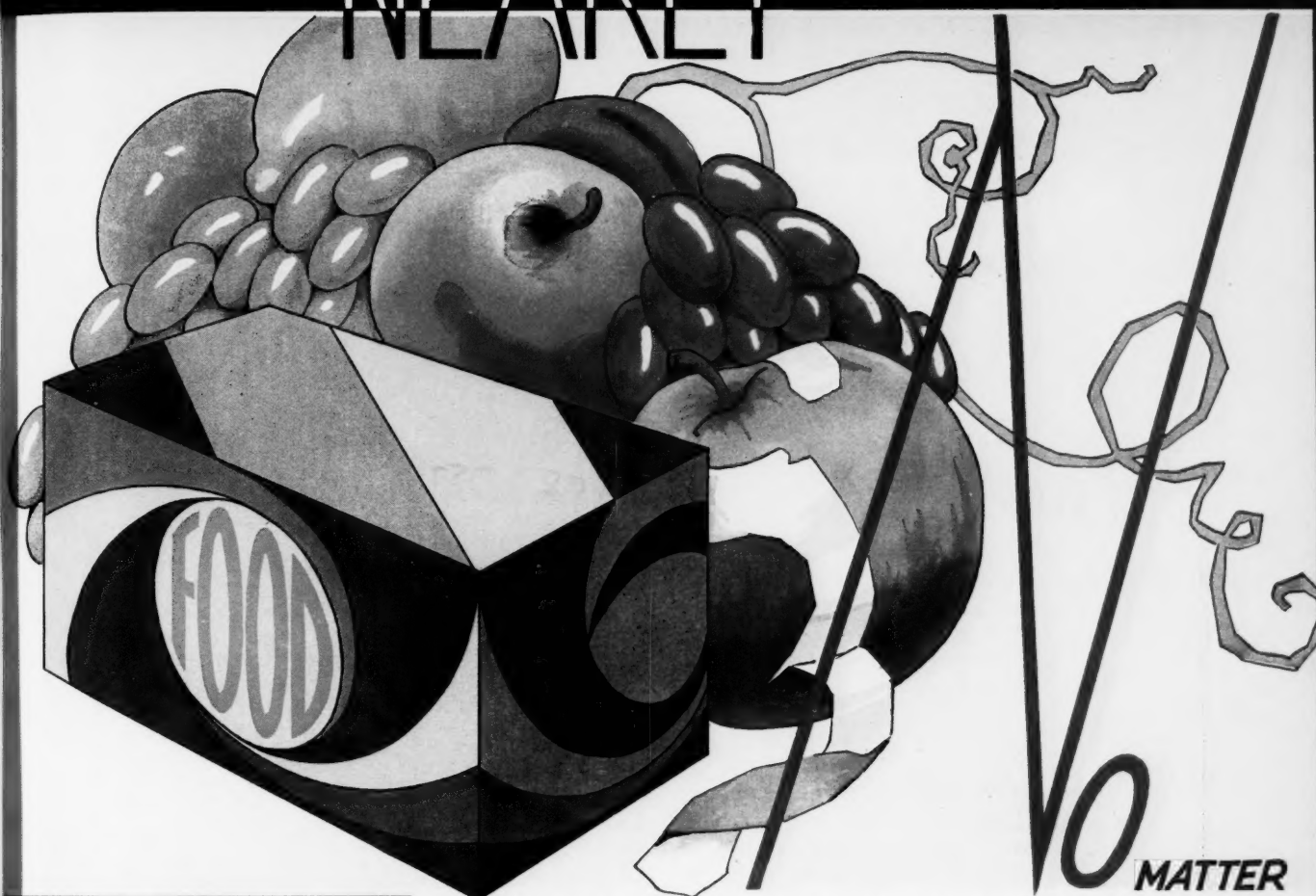
F. B. REDINGTON CO., Est. 1897 110-112 So. Sangamon St., Chicago, Ill.

REDINGTON

Packaging  Machines

Economical for Packaging — Cartoning — Labeling — Wrapping

MERE *Beauty* IS NOT
NEARLY ENOUGH
NEARLY



HOW ATTRACTIVE YOUR PACKAGE

NO matter how attractive your package, with what gay colors it attracts the eye, how subtly it invites purchase, when it fails to protect the inherent quality of your product, it has failed in its primary purpose.

Failing in that, it is dangerous to the success of your sales policy, to the very existence of your business enterprise.

But this matter of product protection under every condition of temperature and humidity can not be disposed of lightly.

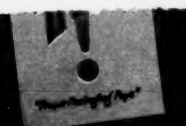
In the KVP Research Laboratories, the most complete of their kind, there is every facility for testing packages for protective value under every condition they must face. Trained research men test your product in packages of every kind under the extremes of temperature and humidity it must face, to determine the paper and type of package that affords the maximum protection.

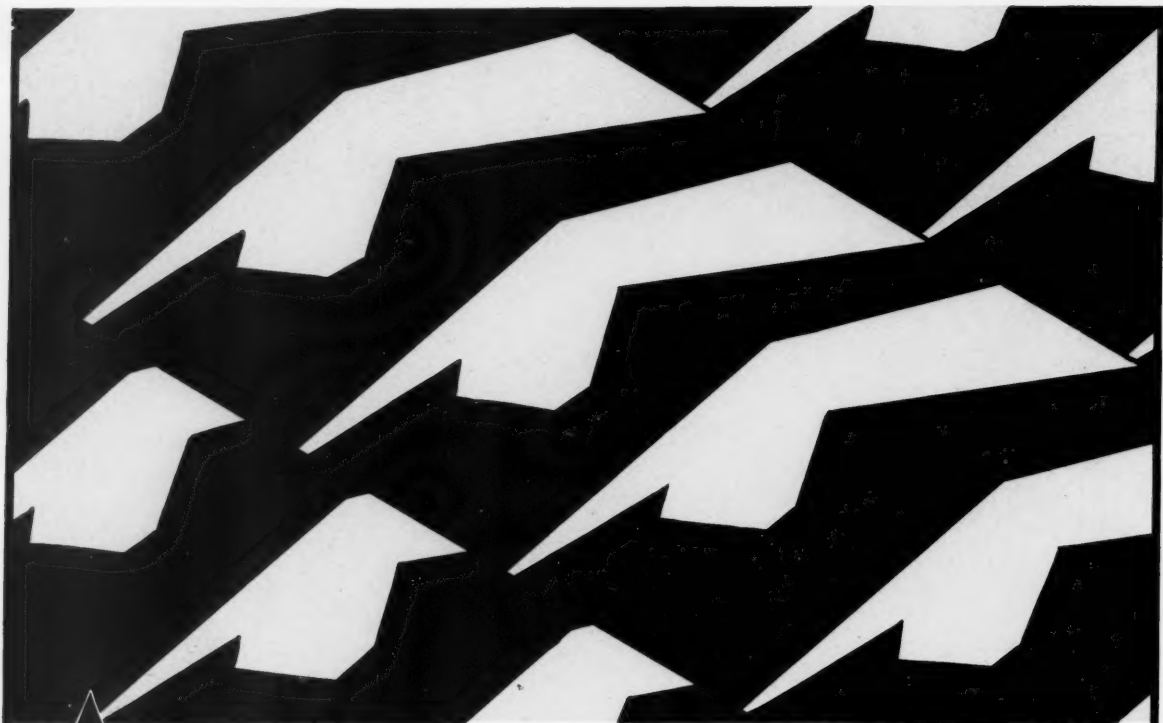
For full information, write to KVP Research Laboratories

KALAMAZOO VEGETABLE PARCHMENT CO.
KALAMAZOO, MICHIGAN

KVP
PROTECTION
PAPERS

This booklet describes the methods and facilities of the KVP Research Laboratories. It may be had gratis.





All Fingers Point to Protected Packages

IN every store throughout the land—wherever merchandise is sold—millions of consumer-fingers point to packaged products that are safeguarded by protective wrappers.

Experience guides this selection—knowledge that the proper waxed, or parchment paper means a fresh, clean product—one unaffected by foreign odors and contaminating influences.

In meeting this public preference—in assuring the delivery of goods in the same

perfect condition that they leave the factory—many leading manufacturers have turned to the KVP Co. for the most efficient and economical answer to their problem.

You, also, will find, in the manufacturing and service facilities of the world's model paper mill, a protective paper that will exactly meet your specific needs. Our fully-equipped research laboratory is unreservedly placed at your disposal. Today—write for complete details and information.

KALAMAZOO
VEGETABLE PARCHMENT CO.
KALAMAZOO MICHIGAN

CARTON making is too often carton tailoring . . . adjusting the requirements to the material on hand. This is never necessary at the Chicago Carton Company plant. Our research division, designing a carton, need consider only your needs. We produce the board to meet your requirements to the ultimate detail whether you demand fine printing surfaces, moisture resistance, grease resistance, strength or any of a thousand specifications.

And having met your needs as to board we follow through; design, ink, printing, die cutting; even delivery, all are planned to meet your requirements, to satisfy the demands set by your marketing problem.

No wonder, then, that millions of our cartons are successfully used every year . . . every element of their makeup is carefully fitted for success. If your product is worth cartoning Chicago cartons will take it to its destination in the customer's hands.

Look into your carton problems. Picture them solved by the most complete carton service in the industry. And write us, now. Let us show you how we can solve them.

**CHICAGO
ARTON
COMPANY**

4411 Ogden
Avenue
Chicago, Ill.

Every Facility
for the Pro-
duction of
fine display
Advertising
Cartons

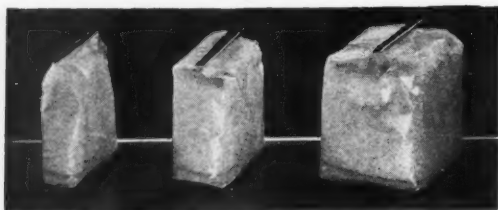


Automat . . .

forms Cellophane Container, fills and seals it at less than cost of ready-made bags



"Automat" produces a perfect package of the satchel or loose filled type. This type allows a fold of the open end after portions of contents have been removed and is very desirable for certain products.



The thickness of the package may be varied. The 2" x 2" end dimension may be easily adjusted down to $\frac{5}{8}$ " x 2". The "Automat" can be built to produce packages of any desired size from $\frac{5}{8}$ " x 1" x $\frac{1}{4}$ " to 3" x 4" x $9\frac{1}{2}$ ".



Brand or commodity names or other information may be printed on material from which container is formed or a printed ribbon of cellulose or other paper can be made an actual part of the package. No extra operation is necessary.

THE "Automat" will deliver complete packages in a wide variety of sizes, shapes and styles at a material cost that is much less than the present price of ready-made cellulose bags of equal quality.

The action is entirely automatic. It forms, fills and seals the package in one continuous operation, using cellophane or other transparent wrapping material fed from rolls. Will handle moisture-proof or plain material or both, producing either single or double container.

Adjustable to Wide Range of Sizes

The "Automat" will deliver a square or rectangular end package from $\frac{5}{8}$ " x 1" to 3" x 4". Adjustment to vary the length of the package from $\frac{1}{4}$ " to $9\frac{1}{2}$ " can be made without stopping the machine. Can also be adjusted to make containers sealed at one end only for products where feeding through hopper is not desired.

High Speed Production at Low Cost

In addition to savings in material costs, the "Automat" reduces costs in other ways. One machine will produce an average of 1750 packages per hour, and one girl can operate a battery of machines. Has a $\frac{3}{4}$ H.P. Motor and can be operated from light socket. This keeps power operating costs at a minimum. Occupies floor space of only 45" x 43".

This machine is a revolution in the packaging industry and solves the problem of packaging in cellophane and other transparent wrapping material. Consult us regarding your packaging problems. We will discuss them without obligation on your part.



THE AUTOMAT MOLDING AND FOLDING CO. - - - - - TOLEDO, OHIO

New York Office
43 Murray St.

Los Angeles Office
306 Calo Building





Saying it with Cauliflower . . .

**a bouquet of national advertising to increase
the prestige of your products**

There's just one thing better than knowing that your food product is positively protected by the wrapping sheet you use . . . And that is—to know that your customers know it, too!

American housewives everywhere today know that the food products they buy, wrapped in Commercial Patapar (Paterson Genuine Vegetable Parchment) are safe from all contamination . . . Because they themselves use Patapar—and know it to be *grease-proof, insoluble, tasteless and odorless.*

Furthermore: In miniature, above, you see one of many Patapar advertisements which will be read throughout 1932 by the 10,000,000 readers of The Saturday Evening Post, Collier's, Good Housekeeping and McCall's Magazine.

And each advertisement identifies this quality sheet with the Paterson Genuine Vegetable Parchment now used by discriminating packers and shippers all over the country. Each advertisement tells the housewife to look for the Keymark symbol on the wrappers of the products she buys. Placed on your product it means easier selling, added customer good-will—and repeated profits. Paterson Parchment Paper Company, Passaic, New Jersey. Sales Branches: Chicago, San Francisco.



Hundreds of leading brands of packaged foods now carry this Keymark on their wrapper. This nationally advertised symbol of wrapper protection comes in two sizes . . . $\frac{3}{4}$ inch or 1 inch high. It will be included anywhere on your printed wrappers, at no extra cost. It is a simple, effective way of telling your customers that your product is carefully protected.

PATERSON *Genuine* VEGETABLE PARCHMENT

Commercial Patapar

The Insoluble, Grease-proof Wrapper for Quality Products

FEBRUARY, 1932

7



SANITAPE for SAMPLING or for Standard Packages

Sealed in Moistureproof Transparent Cellulose

THIS transparent, moistureproof packaging method not only preserves the purity and freshness of your product, but presents it in a novel, appealing manner. The sealing is done by heat at full machine speed with no liquid solvents or adhesives being applied.

If you manufacture tablets, lozenges or cough drops, send us a small supply and we will package it in **Sanitape** and return to you.

Sampling has been the backbone of many successful sales campaigns. Scores of manufacturers of medicinal products are using the **Sanitape** method of sampling because it assures the purity and strictly hygienic condition of the tablets. Two or three small strips of **Sanitape** containing the product are packaged in small folding envelopes, some of which are shown below.

A strip of **Sanitape** holding a sufficient number of tablets for use during the day can be carried in the pocket or purse.

Write for booklet describing **Sanitape** and its merchandising advantages.



Ivers-Lee Company

215 Central Avenue

Newark, N. J.



FOR PACKAGES . . . OLD OR NEW



Shutting out moisture, light and air from every delicate leaf of Salada Tea

No wonder then that Salada Tea Company, chose Alcoa Aluminum Foil to guard the "flavor-purity" of the hyper-sensitive "flavor-cells" of their product. This foil is actually pure aluminum rolled out into thin, tough, moisture and odor-proof sheets that are absolutely safe to use in direct contact with all foods.

Light and strong, Alcoa Aluminum Foil folds without cracking. It can be used for large sized package units and works well with either hand or

machine packing methods. It retains its lustre and its bright, clean-cut appearance, shining from display shelves and counters, attracts buyers' eyes. The foil makes a handsome package of itself. Printing or embossing "takes well" on it.

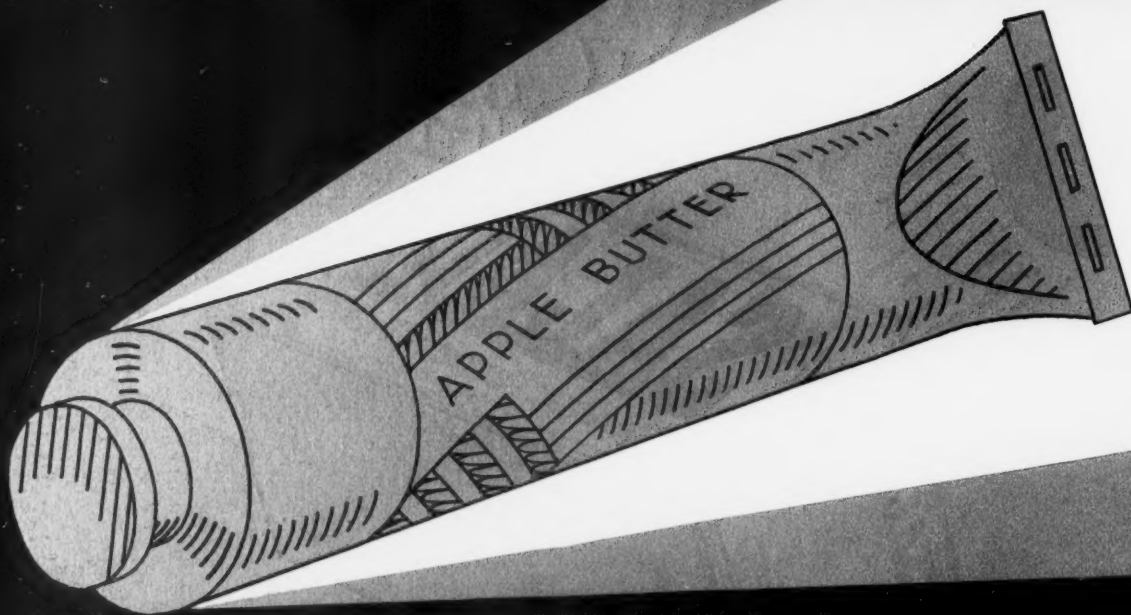
Possibly the drive for more sales of your product might be speeded up by the use of Alcoa Aluminum Foil. Let us discuss it with you.

ALUMINUM COMPANY of AMERICA;
2429 Oliver Bldg., PITTSBURGH, PENNSYLVANIA.

ALCOA ALUMINUM ROLLED INTO FOIL



FOR PACKAGES . . . OLD OR NEW



Like a Tube of Rich, Ripe Apples

Fragrant as apple orchards in Fall sunlight! So you'll find apple butter when its luscious freshness has been kept in Collapsible Tubes of Alcoa Aluminum. For these bright tube containers actually *seal in* the flavor. They're ideal for such packing, for aluminum (in addition to being hygienically pure and clean) does not affect either the color or taste of foods. Customers welcome food products packed in this modern, appetizing way.

Though they are capable of standing greater internal pressure than other tubes, the bodies of Collapsible Tubes of Alcoa Aluminum are soft and pliable—making it easy to squeeze

out the contents. In shipping they score real gains for they are strong and able to stand rough handling without damage to the body or to the neck threads.

Light, bright and appealing to the eye, Collapsible Tubes of Alcoa Aluminum attract customers and stimulate sales. Since their manufacturing processes include annealing, the tubes are left clean and dry—ready to receive any decoration you may wish.

Write us for information about the use of Collapsible Tubes of Alcoa Aluminum for packing your product.
ALUMINUM COMPANY of AMERICA;
2429 Oliver Bldg., PITTSBURGH, PENNSYLVANIA.



COLLAPSIBLE TUBES OF ALCOA ALUMINUM



Handy to use—easy to sell



Many cosmetic treatments consist of several preparations. To be used correctly, they must be used together and still more important, they must be sold together. The adoption of an attractive tray made of beautiful, lasting Bakelite Molded, will achieve both of these objects. It will tie together the units of the treatment, make them handy to use and easy to sell.



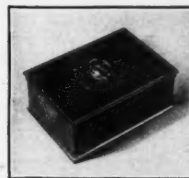
Bakelite Molded can make each of your products individually more attractive and more salable. Caps and tops for bottles, tubes and jars may be formed of Bakelite Molded in attractive and exclusive designs that will harmonize with the general package design. Entire



containers may be made from this lustrous colorful material.

The trade-name Bakelite represents not just one material, but many. Bakelite Materials are available in many forms developed to meet the specific requirements of the customer. They have distinctive characteristics and are sold at various prices. Their quality and uniformity is supreme, and there is but one source of supply—Bakelite Corporation. For information regarding molded packaging materials, write Bakelite Corporation, and ask for our "Packaging Booklet No. 8".

Visit our booths No's. 110-111 at the Packaging Exhibition, Palmer House, Chicago, March 7-12.



BAKELITE CORPORATION

247 Park Avenue, New York . . . Chicago Office: 635 W. 22nd Street
BAKELITE CORPORATION OF CANADA, LTD., 163 Dufferin Street, Toronto, Ontario

BAKELITE

The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

THE MATERIAL OF A THOUSAND USES

WOOD ETCHINGS

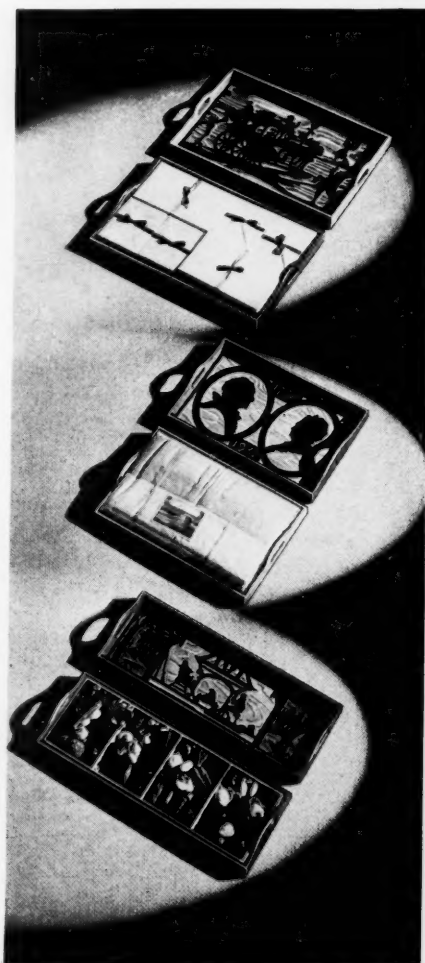
...by

PILLIOD



*P*ILLIOD Echwood or Processed permanently useful containers possess a richness of character that reflects costliness, yet are low in price. The new, distinctive dress for your merchandise, plus a wide range of possibilities for exclusive design. Displayed at Packaging Exposition Booth No. 411.

Our
Thirty-Seventh
Year



THE PILLIOD CABINET COMPANY
SWANTON, OHIO

THE KITCHEN TEST

Are your products prepared for





YOU CAN TRUST THE
FINEST PRODUCT TO
THE PROTECTION OF
ANCHOR CLOSURES

It's in the kitchen of the home where

THE PRODUCT ITSELF MUST PLEASE HER

There's where the real tests are made! Not in your plant or in retail stores, but right in the home; in kitchen, bathroom, or boudoir. Do your products please...there? Have they retained every bit of their flavor, fragrance, taste, strength, purity, richness—or other qualities? Are they in the very pink of condition; appetizing, appealing?

Or have they, perchance, lost a little of their freshness? Could they have dried out a little around the edges, perhaps? Or discolored slightly at the top? Is it possible that they could be just a shade "off" in any way? A bit of the aroma or delicate flavor escaped?

That's the vital thing! Be your products ever so attractive, ever so expertly merchandised or cleverly advertised, a sale is only final after the purchaser actually uses your product—and finds it good. At this *kitchen test* you cannot even be present—you've got to entrust your business future to the protective quality of the closures that seal your packages.

ne where sales are made and lost

.... SHE MUST FIND IT EASY TO USE

The modern woman today is exacting. A trifle impatient at times, critical if you will—or better yet, discriminating. Anyway, she won't bother with hard-to-open and hard-to-use packages.

That is the next test your products must be prepared to face. Not only must the seal be easy to remove in the first place, but with many products it must be replaced and removed again, easily and surely, over and over—until the product is finally consumed.

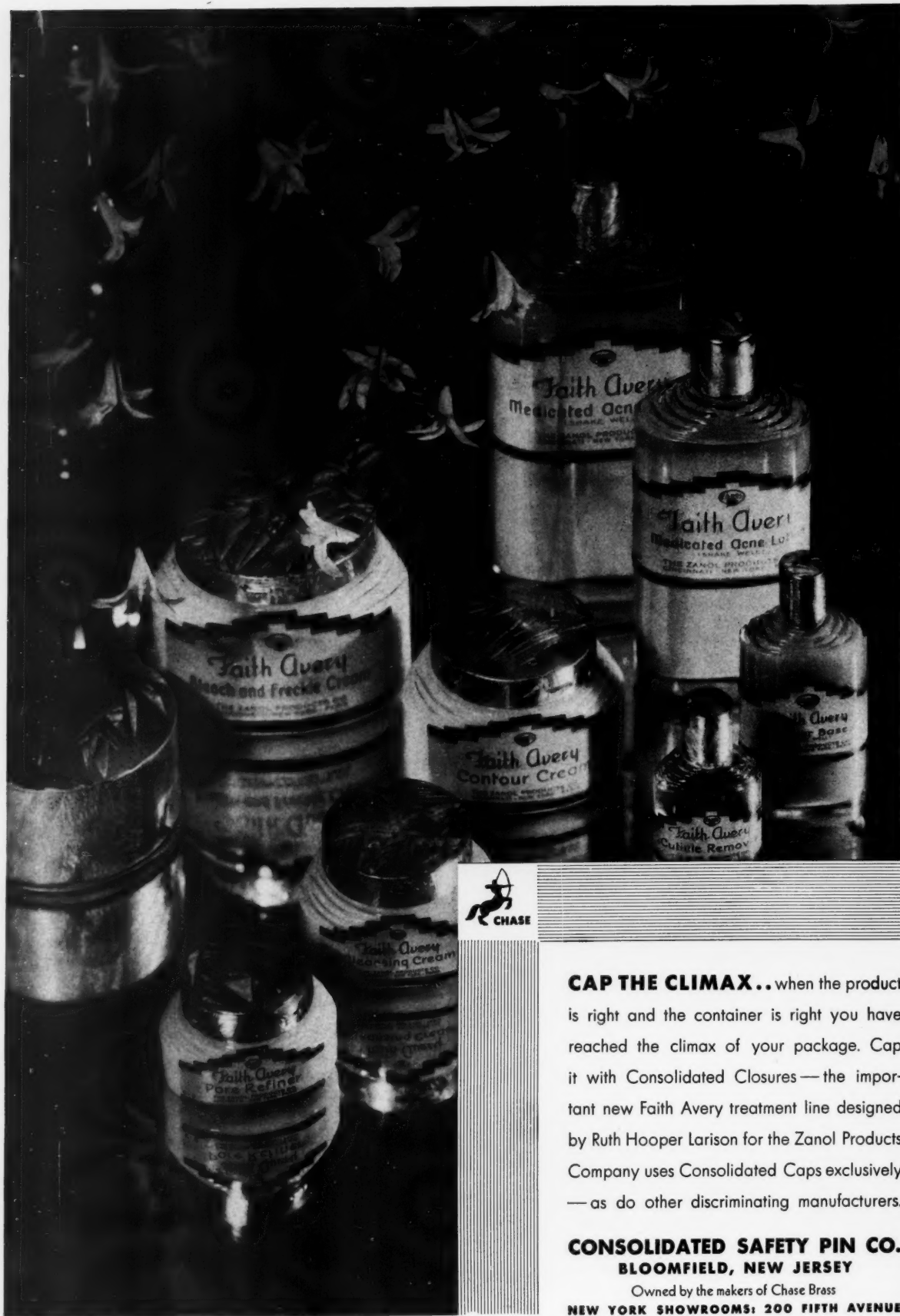


Anchor is prepared to help your products pass the *kitchen test*. That's why we have designed many styles of caps. Perishable food products, delicate cosmetics; products that are acid, or alkaline; the volatile, the effervescent, the oily, the sticky—they all must have a closure designed to seal them perfectly, yet make them easily accessible.

Among Anchor's 15 styles and types there is surely one best adapted to your needs. Which one?... that's what we are in business for—to help you determine the right one—without bias or prejudice in favor of any particular type.



THE CONVENIENCE THAT
ANCHOR CLOSURES
PROVIDE IS AN IMPOR-
TANT AID TO SALES



CAP THE CLIMAX... when the product is right and the container is right you have reached the climax of your package. Cap it with Consolidated Closures — the important new Faith Avery treatment line designed by Ruth Hooper Larison for the Zanol Products Company uses Consolidated Caps exclusively — as do other discriminating manufacturers.

CONSOLIDATED SAFETY PIN CO.
BLOOMFIELD, NEW JERSEY

Owned by the makers of Chase Brass
NEW YORK SHOWROOMS: 200 FIFTH AVENUE

LEVEY INKS USED

- NO. Q-893
- NO. Q-892
- NO. NY-356
- NO. Q-894



Color speeds the sale of countless products—securing attention, suggesting quality, influencing consumers, aiding identification. When properly used it is a sales force of inestimable value. To secure the most pleasing, brilliant, enduring color effects—specify Levey Inks.



FRANKLIN C. LEVEY, Inc.
59 BEECH STREET, NEW YORK, N. Y. EAST 90th STREET



COLOR THAT WINS AND HOLDS BUSINESS

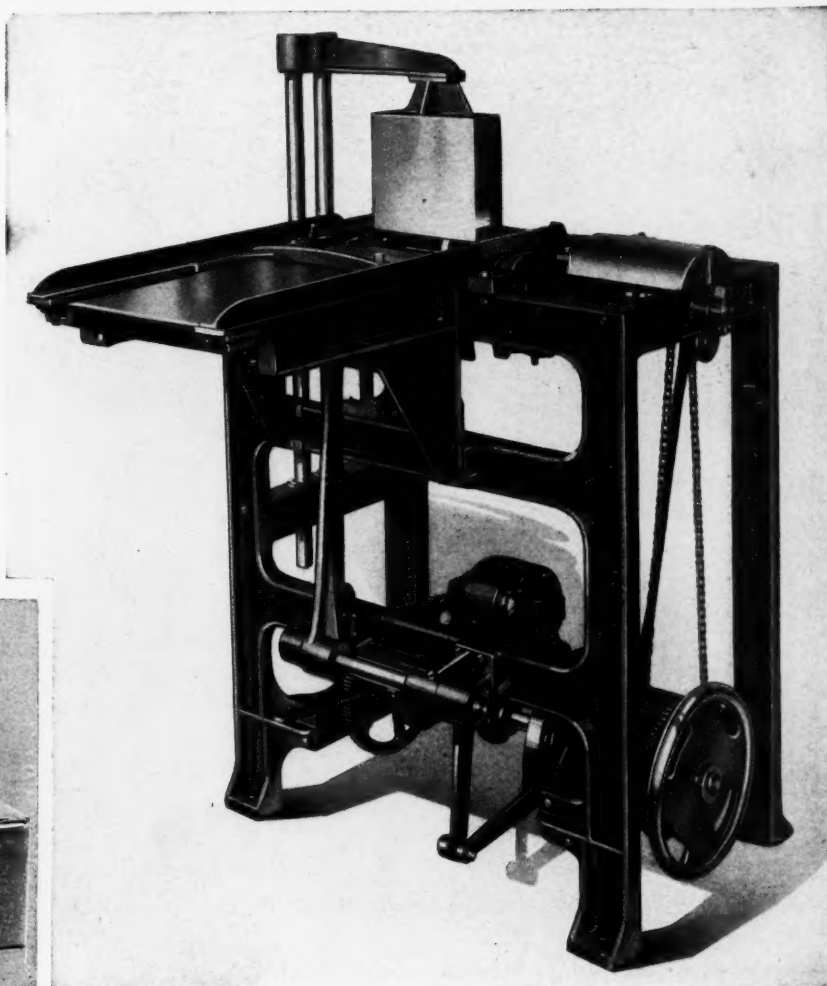
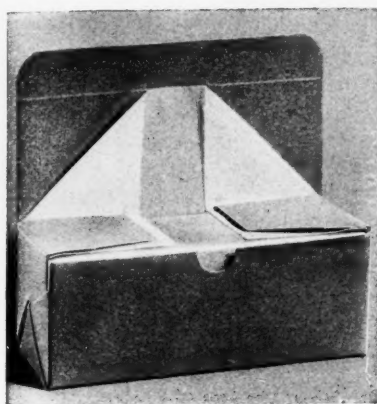
The important part played by color in modern merchandising makes it highly essential not only that the colors be pure, rich and flawless in tone but that they always be uniform in hue and intensity when used on a package, box wrap, carton, label or transparent wrapper for any particular product.

These desirable features can readily be assured for all your packages by using the standard, dependable Levey Inks.

We shall be pleased to cooperate with you in determining upon the colors and grades of inks most suitable for your packages. Color charts and other interesting data sent on request.

Specify Levey Inks

*Produces
35 to 40
Formed and
Lined Cartons
per
Minute*



Here's the Machine that can help you
SOLVE YOUR CARTON PROBLEM

IT's the Peters Junior Forming and Lining Machine. Low in initial cost, economical to operate. Turns out 35 to 40 perfectly formed and lined cartons in a minute, and requires only one operator to run it.

You'll find it one of the most profitable machine investments you ever made, because it pays for itself in a remarkably short time.

Efficient, quiet, easy to operate—it has every desirable feature that you require in a machine of this character.

It is adjustable, too. Can be quickly changed from one size of carton to another.

Why not get full particulars? We'll gladly send them to you.



PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A



"Le portrait parle"

The French say: "Words were given us to conceal our thoughts, but the picture speaks." It speaks with a thousand tongues if it is framed within a scintillating, motivating idea. A picture is the shortest distance between two minds, the seller's and the buyer's. People judge value by appearance. Prepossessing appearance will magnetically make millions look, desire to acquire, heed and need, ponder and purchase. Business men used to be afraid of art. But that day is long past. It is now known that beauty as expressed through industrial design is a powerful silent selling force that reaches the multitude as nothing else can. There are many ways of doing most things but there is usually one way which gives the greatest success. And so it is with designing the package to make it more salable or push it ahead of competition. How shall it be wrapped . . . What shape shall it take . . . To whom shall it appeal . . . For how little can it be produced . . . How shall it be filled, labeled, packed and shipped . . . What are competitors doing . . . These and many more are the questions to be examined before the package takes form and indeed they are of immense importance for the package is a costly representative and it must be made to speak for itself. A manufacturer who is preparing to package needs to know *what not to do* just as much as *what to do*. I have been

in the business of designing packages for a number of years. Consequently I know what has been done, what is being done, what to eliminate. For a right start this sort of counsel ought to be of real value. Business men come to me for help in their package problems. They pay my fees because I show them how to style their products and packages to make them more salable. They know that I can make a little balanced beauty outsell and even outyell a lot of bawling ugliness. I make the container shout a bargain or suggest a precious purchase. I turn liability into an asset by making the package earn its own living as an advertising medium. Leadership as originator and maker of sales-producing packages has been won by my ability to understand the business man's objective . . . an ability more significant today than ever before. As a matter of plain business sagacity, you are always looking to avail yourself of anything that will strengthen your business and increase your profits. If I have something good, you want it. If I haven't anything that in your opinion will help you, you are at least none the worse off for having taken me at my word. The telephone number is ELdorado 5-6967.

MARTIN ULLMAN
250 PARK AVENUE • NEW YORK

Offering you unbiased advice on methods of packaging. We do no manufacturing. Our service embraces the planning of products, the physical construction of packages, designing of trademarks, labels and packages, selection of shape, color and materials.

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Mrs. Smith's



DELICIOUS
HOME MADE
PIES

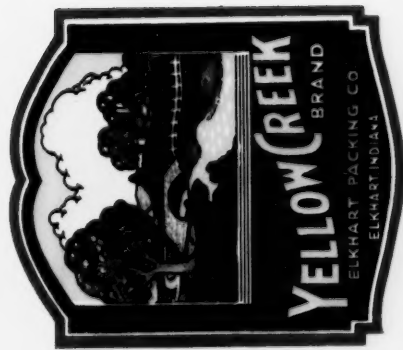
25¢

Look
for the
Rope Edge

REG. U.S. PAT. OFF.

TRANSPARENT P. P. CORP. N. Y. PATENTS PENDING





WILBUR
5
c
NET
WGT.
1 1/4 OZ.
WILBUR

Whitman's

Kibbe's Appetizers

MADE BY
KIBBE BROS. CO.
SPRINGFIELD, MASS.

MAPLE WALNUT
NET WT. 1 1/4 OZ.

Transparent Wrappers

printed by the

“COLODENSE” PROCESS

have colors of unusual richness, brilliance and density.

Examine the specimens attached and note these features as well as the superior quality of the printing—the sharpness of detail and the accuracy of the color registry.

Your product wrapped in a Colodense Printed Transparent Wrapper will have visibility, protection and much greater sales appeal.

Our designing department will be pleased to show you how you can take advantage of the increased effectiveness of these attractive wrappers.

Transparent Packaging & Printing Corporation

150 WEST 22nd STREET
NEW YORK, N.Y.



These Samples Printed on Nos. 300 and 450 Du Pont Cellophane



GETTING ACROSS!

From what we learn in history, it's the crossing that's important.

If Washington had not crossed the Delaware one hundred odd years ago, we wouldn't be the richest nation in the world today.

If your products get to the counter but don't get across it means a failure at the vital point of contact which nullifies all previous selling effort.

Foxon labels are designed to help your product across the counter. Whatever the article may be, its essential appeal can be enhanced a hundred fold by the selection of the right sort of label. To make food more appetizing, perfumes more alluring, jewelry more resplendent—these are all recognized problems of the label specialist.

The Foxon Company
227 West Park St. Providence, R. I.

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VISIT OUR

PACKAGING EXPOSITION

PALMER



HOUSE

BOOTH NO. 318

CHICAGO, MARCH 7-12, 1932

The Aristocrat of Packing Materials!

SHREDDED PAPER



Pioneer shredded paper is used constantly to create sales appeal for foods, clocks, drugs, paints, candies, jewelry, cigars, toys, meats, soaps, flowers, china, novelties, etc.

PIONEER PAPER STOCK COMPANY

448 W. OHIO STREET, CHICAGO, ILL.

VISIT OUR

PACKAGING EXPOSITION

PALMER



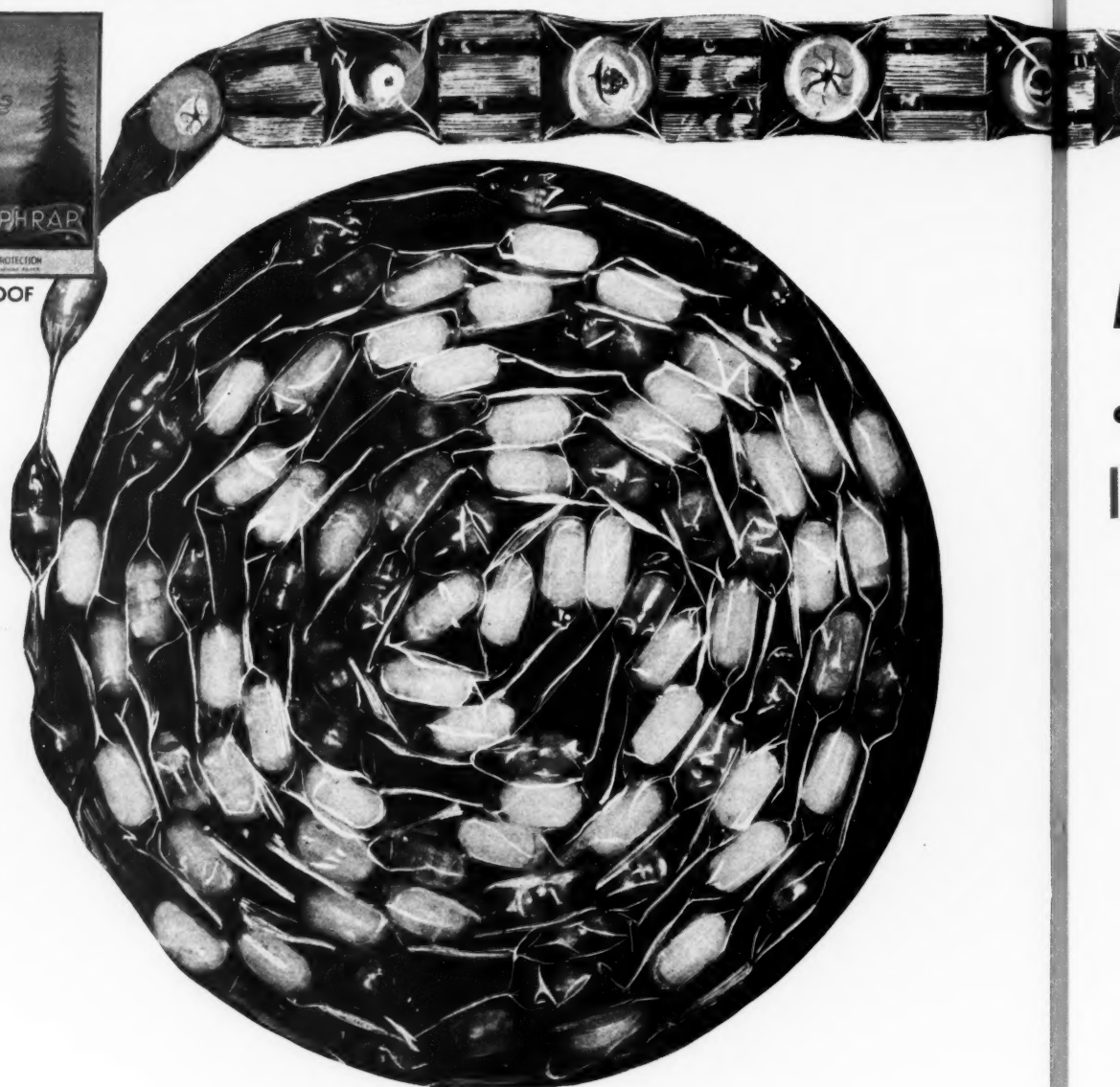
HOUSE

BOOTHS 103-04

CHICAGO, MARCH 7-12, 1932



MOISTUREPROOF



Sealed in SANITAPE

fabricated of Moistureproof, Heat-Sealed SYLPHRAP by the Ivers-Lee Co., Newark, N.

No adhesives or solvents are used, the sealing being done simply by heat.

Each individual candy is sealed in separately. The individual units, therefore, are readily dispensed without exposing the remainder to dust, dirt, impurities, or handling.

SYLVANIA INDUSTRIES

EXECUTIVE AND SALES OFFICES: 122 E. 42nd St., NEW YORK, N. Y.

VISIT OUR

PACKAGING EXPOSITION

PALMER



HOUSE

BOOTHS 103-04

CHICAGO, MARCH 7-12, 1932

Preserving the Purity and Freshness of Candies IN THE MODERN MANNER

THE adaptability of SYLPHRAP (moistureproof transparent cellulose paper) for almost any purpose where a hermetically sealed wrapping is required is again demonstrated by its use for sealing candies in long, tape-like strips of SYLPHRAP.

It is done entirely by automatic machinery. No adhesives or solvents are required because the SYLPHRAP is heat sealed.

Other products as well as candies can be sold and dispensed in this unique, practical manner. For example, medicinal and food tablets, buttons and small objects. It is also a splendid method of sampling many products, the SYLPHRAP insuring perfect protection until they are consumed.

Our technical staff will gladly cooperate on your packaging problems.

SYLPHRAP

TRANSPARENT CELLULOSE



GREASEPROOF

SERIAL CORPORATION

WORKS, FREDERICKSBURG, VA.

VISIT OUR

PACKAGING EXPOSITION

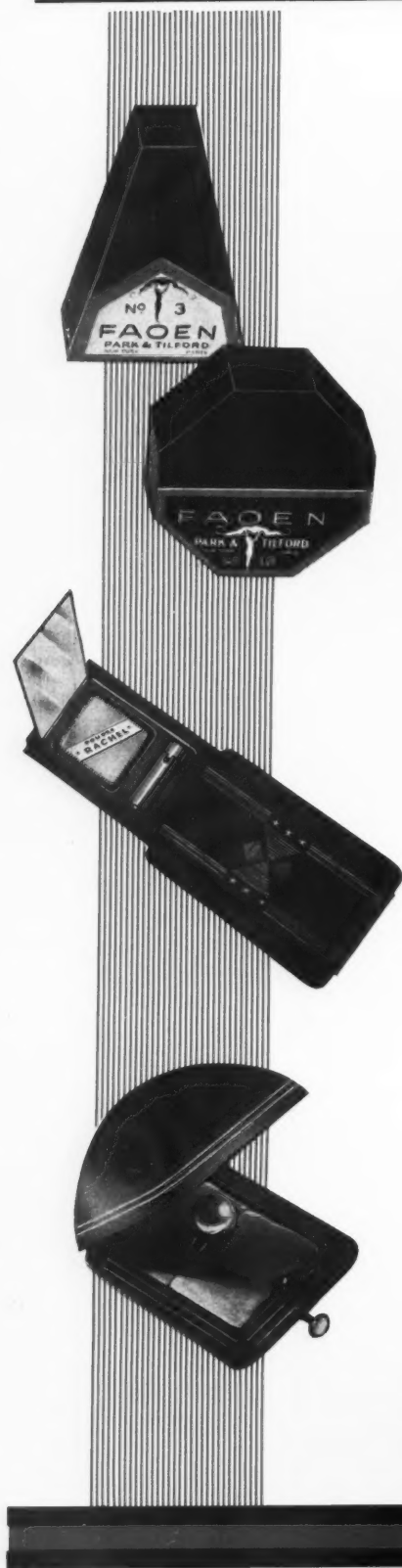
PALMER



HOUSE

BOOTH NO. 402

CHICAGO, MARCH 7-12, 1932



These and Many Other Molded Articles AWAIT YOUR INSPECTION

TO enable executives visiting the Packaging Exposition to examine some of the many successful containers, closures and other molded articles we have designed and produced, we shall have on display at our booth a large selection of unique and beautiful Norloc creations.

You are cordially invited to visit our booth and see these specimens of our work.

Probably no other molding organization has given so much study to the engineering features involved in the production of molded containers and closures for special purposes. Our representatives will show you some interesting things in this connection.

Norloc packaging experts will gladly cooperate in solving any molding problem that you may have under consideration.



Sales Office: New York City



Nine years of Satisfactory labeling at the Mentholum plant

Two O & J veterans have been at it, cutting the labeling costs of a famous product—MENTHOLATUM—for a period of nine years with practically no interruption.



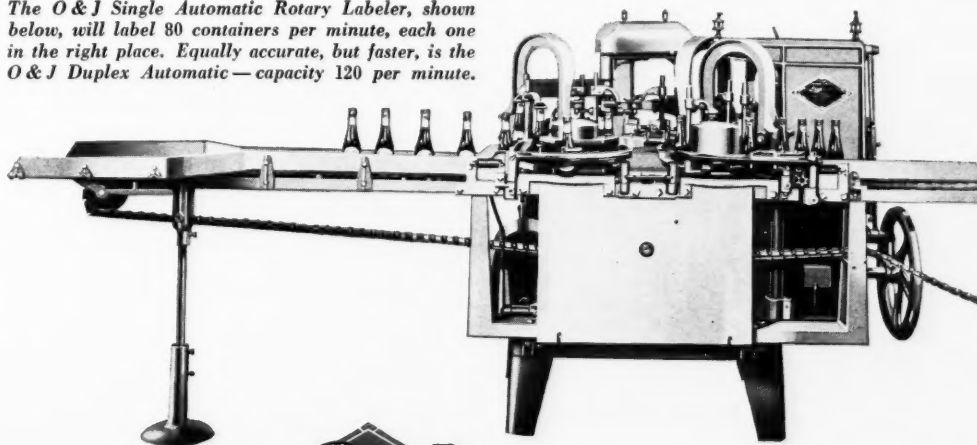
"Our two O & J automatics," writes P. H. Hyde, Vice-president of The Mentholum Company, "have now been in use about 9 years and have been very satisfactory indeed."

O & J Automatic Rotary Labelers—single or duplex—make it possible to attach labels

to containers accurately, neatly and economically. Their volume output cuts labeling costs and their mechanical perfection assures getting the label in exactly the same place every time.

And back of each O & J installation is a service staff, composed of the industry's foremost technical men, *as interested in prolonging the usefulness of machines in operation as in the sale of new ones.* Whatever your labeling problems may be, consult the local "Liquid" representative. Or write to Dept. L-53.

The O & J Single Automatic Rotary Labeler, shown below, will label 80 containers per minute, each one in the right place. Equally accurate, but faster, is the O & J Duplex Automatic—capacity 120 per minute.



THE LIQUID CARBONIC CORPORATION
O & J Labeling Machine Division
3100 South Kedzie Avenue, Chicago, Illinois

VISIT OUR

PACKAGING EXPOSITION

PALMER



HOUSE

BOOTH NO. 515

CHICAGO, MARCH 7-12, 1932



TODAY IT'S BAGS... Bags for
style...Bags for convenience...Bags
for packaging economy...

Whether it's ounces into small bags or pounds into large—whether strictly a matter of fast and accurate weighing or one which also involves a practical method of closure. . . as a bagging problem it is sure to find a counterpart among the many which broad experience has enabled Hoepner to successfully meet.

Standard Equipment for Every Bagging Need

Consolidated Packaging Machinery Corporation

Manufacturers of

H O E P N E R

AUTOMATIC WEIGHERS AND BAGGERS

1400 West Ave.

Buffalo, N. Y.

VISIT OUR

PACKAGING EXPOSITION

PALMER



HOUSE

BOOTH NO. 420

CHICAGO, MARCH 7-12, 1932



from Tea to Piston Rings

from toys to facial creams, from surgical dressings to cigarettes
 . . . R-T-G packaged products run the full range of consumer
 and industrial goods produced and sold nationally.

A complete staff of men and women, experienced in many lines of business, accustomed to interpret sales ideas and express them in packages and displays, makes it possible for R-T-G clients to avail themselves of the modern trends, in a wide variety of ways.

R-T-G facilities include sales counsel, artists and idea men backed by mechanical equipment equalled by very few. Make a note of some of your packaging and display problems, and invite us to study and discuss ways of solving them with you.

The Richardson-Taylor-Globe Corporation

4500 Mitchell Avenue
 CINCINNATI

NEW YORK
 501 Fifth Avenue

PHILADELPHIA
 980 Drexel Building

VISIT OUR

PACKAGING EXPOSITION

PALMER

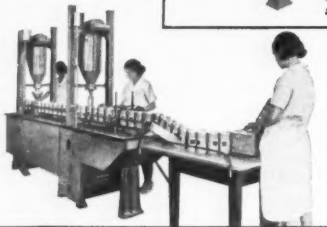


HOUSE

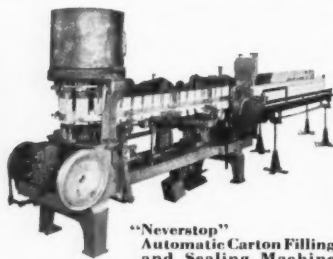
BOOTH NO. 505

CHICAGO, MARCH 7-12, 1932

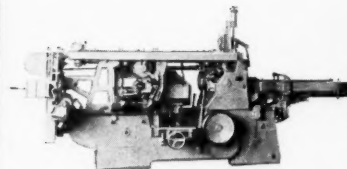
Automatic Double Unit Filling Machine



"Neverstop" Automatic Carton Filling and Sealing Machine

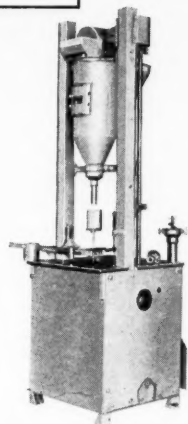


Automatic Tight Wrapping Machine



For Filling · · Packaging · ·
Weighing · · Sealing · ·
Wrapping · ·
15 to 60 per Minute

S & S PACKAGING EQUIPMENT IS
AND ALWAYS HAS BEEN
THE CHOICE OF LEADERS · · ·



Universal Filling Machine

A Few Well-Known Users

| | |
|---|--------------------------|
| Detroit Soda Products Co. | Diamond Crystal Salt Co. |
| American Maize Products | Commercial Milling Co. |
| Hecker H-O Cereal Co. | S. F. Whitman & Son |
| Smith, Kline & French | National Biscuit Co. |
| Crosse & Blackwell | E. R. Squibb & Sons |
| Quaker Oats Co. | Aunt Jemima Mills |
| Rosenberg Bros. | Morton Salt Co. |
| Maury - Cole Co. | Parke Davis & Co. |
| Dow Chemical Co. | H. J. Heinz Co. |
| Bristol Myers Co. | Helene Rubinstein |
| American Stores | Roger & Gallett |
| Standard Brands | |
| (Royal Baking Powder Co. · Widlar Products) | |
| Peter Cailler Kohler Swiss Chocolate Co. | |
| Philadelphia Wholesale Drug Co. | |
| Albers Brothers Milling Co. | |
| Yardley & Company | |
| Runkel Brothers | |
| Coty, Inc. | |



STOKES & SMITH CO.

PACKAGING MACHINERY · PAPER BOX MACHINERY
Frankford, Philadelphia

Pacific Coast: Mailler, Starles, Inc., San Francisco, Cal. • Europe: 23 Goswell Road, London, England • Australia & New Zealand: F. J. Wimble & Co., Ltd., Sydney, Australia

VISIT OUR

PACKAGING EXPOSITION

PALMER



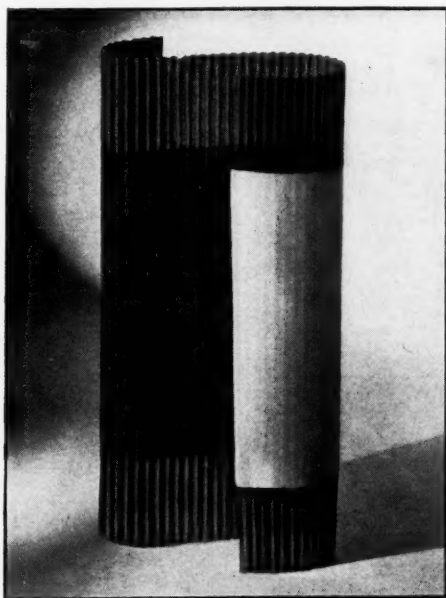
HOUSE

BOOTH NO. 213

CHICAGO, MARCH 7-12, 1932



Photograph by Adams Studio, New York City,
by courtesy of Advertising Arts Magazine



This is the **BILLOWRAP** (patent applied for). The only corrugated wrapper with flexible flaps for end tucking, consisting of extensions of facing of corrugating element. Made any size, practically any color desired, to harmonize with color of product or label.

See **BILLOWPAK** at the Packaging, Packing and Shipping Exposition, Booth 213, March 7-12, Palmer House, Chicago.

BILLOW PAK

REG. U.S. PAT. OFF. AND FOREIGN COUNTRIES

THE NEW COLORED DISPLAY MATERIAL

NEW! MODERN! COLORFUL!

BILLOWRAPS dress up famous products

BILLOWPAK (as a plain liner, or in the form of **BILLOWRAP**) embellishes your product with color harmony, or contrast, as you prefer, while giving it the protection afforded by the purely utilitarian forms of packaging materials. Yet its cost is surprisingly small.

The **BILLOWRAP** at the left is a miniature of the actual size used by Pinaud, illustrated in the photograph above from Advertising Arts, who say editorially:

"Retaining their traditional bottles, Eau de Quinine and Lilac Vegetal have been considerably brightened and modernized by means of a new wrapper. Instead of the usual cardboard box, a bright green **BILLOWRAP** and decorative wrapping tape now enclose the bottles. With better dressed merchandise becoming an increasingly important sales factor, we shall probably hear more of this idea of dressing up the wrapper."

Make it a point to mail the coupon for samples and complete information on **BILLOWPAK** right now. If interested in **BILLOWRAPS**, advise size required, and we will furnish samples and quotations. **BILLOWPAK** in white or in bright colors, can be furnished die-cut and scored, with various types of backing.

KIMBERLY-CLARK CORP., Mfrs., Neenah, Wis.

Address nearest sales office at:

8 S. Michigan Ave., Chicago
122 E. 42nd St., New York City

Send samples of Billowpak; colors

Company

Attention of

Address

MP-2

EINSON-FREEMAN CO., INC.,

The image displays a variety of window display fixtures and product packaging for several brands. The fixtures include:

- J&P COATS BIAS TRIM**: A display for fabric trim with a sign that says "FINE HAINSOOK MERCERIZED".
- MULSIFIED COCONUT OIL SHAMPOO**: A display for shampoo with a sign that says "Special".
- MINUTE TAPIOCA**: A display for tapioca with a sign that says "DISCOVERED BY mixing new items for MINUTE TAPIOCA".
- NEW REGAL RAZOR**: A display for razors with a sign that says "NEW REGAL RAZOR".
- LE PAGE'S GLUE**: A display for glue with a sign that says "LE PAGE'S GLUE".
- DUSTIES**: A display for dusting fabric with a sign that says "The Newest Cleaning Fabric".
- LIFEBUOY Shaving Cream**: A display for shaving cream with a sign that says "Specially priced".
- ZONAS Adhesive Plaster**: A display for adhesive plaster with a sign that says "ZONAS Adhesive Plaster".

The background features a series of concentric circles, creating a sense of depth and movement.

DEALER HELPS

Window Displays
Counter Displays
Display Pyramids
Display Containers
Floor Stands

CALL IN AN
EINSON-FREEMAN
EXECUTIVE

OFFICES AND MANUFACTURING PLANT, STARR AND BORDEN AVENUES, LONG ISLAND CITY, NEW YORK

LITHOGRAPHERS

Specializing
in window and
store display
advertising



A few of the many patented devices created, designed and manufactured by Einson-Freeman Co., Inc., that have received dealer cooperation and helped sell merchandise during 1931 and the beginning of 1932.

When sales are needed you can depend on Einson-Freeman Co. to create a display that will win the dealer's window or counter by its attractiveness and stimulate sales by its effectiveness.



OR WRITE FOR
BOOKLET
"MERCHANDISING
WITH DISPLAY
CONTAINERS."



NEW ENGLAND OFFICE—302 PARK SQ. BLDG., BOSTON, MASS. • WESTERN OFFICE, WRIGLEY BLDG., CHICAGO, ILL.

VISIT OUR

PACKAGING EXPOSITION

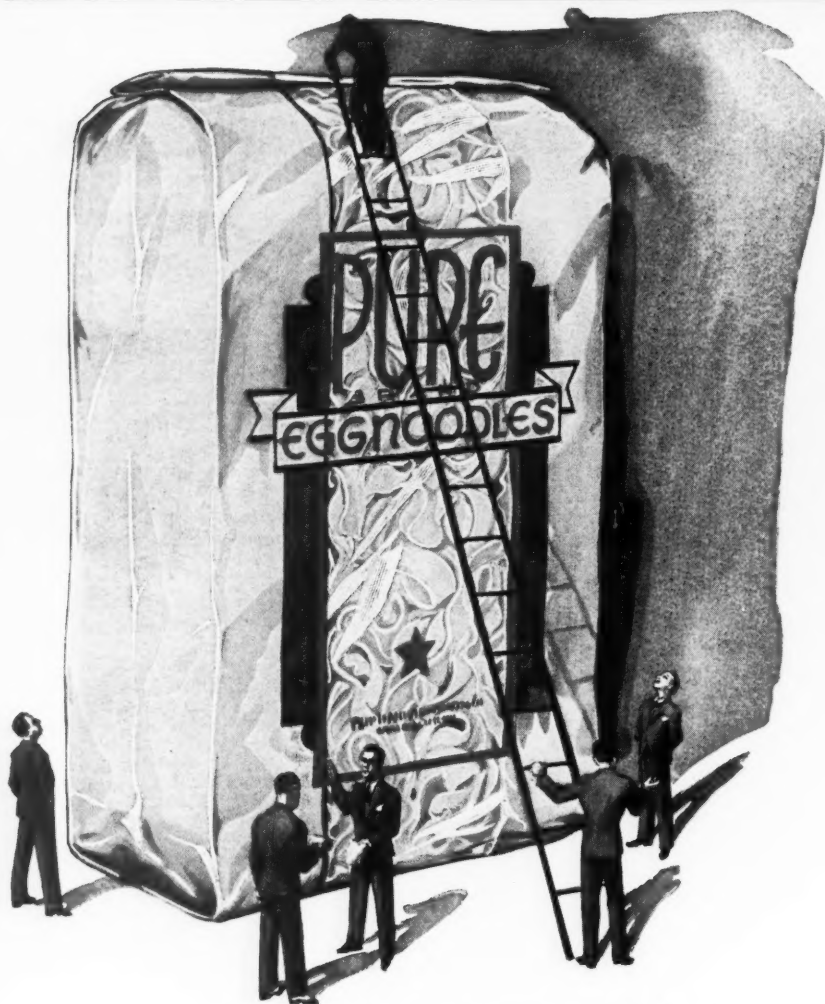
PALMER



HOUSE

BOOTH NO. 113

CHICAGO, MARCH 7-12, 1932



LOOK INTO THE ECONOMY OF PACKAGING IN FANCY BAGS

IT'S pretty difficult to **tell** you about all the styles and kinds of special, made-to-order bags that have been developed to meet individual packaging problems. You wouldn't have the time or patience to read even a list of them.

But we believe you'll be interested to **see** what has been done when you visit our display in Booth 113.

Sometimes the problem is to create a package that will stimulate sales. Sometimes it's a matter of protecting the contents. Each case is individual, but always the object is to design the most suitable and attractive package possible at the lowest cost for such performance.



The Specialty Division of

UNION BAG & PAPER CORPORATION

Sales Representatives in All Principal Cities

GENERAL OFFICES • WOOLWORTH BUILDING • NEW YORK CITY

VISIT OUR

PACKAGING EXPOSITION

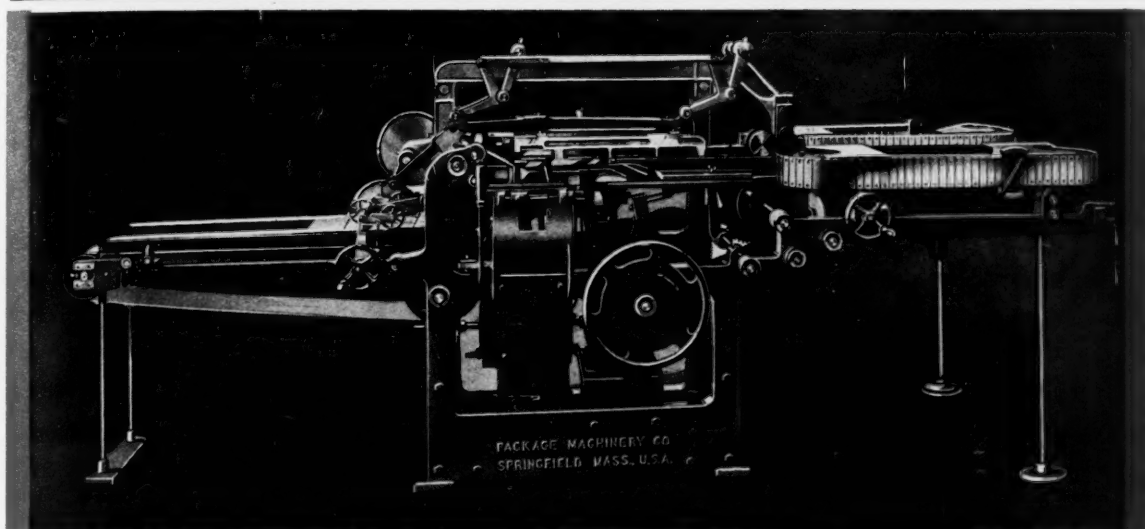
PALMER





HOUSE

BOOTHS 401-03

CHICAGO, MARCH 7-12, 1932



Large packages  . . .
 Small packages  . . .
all wrapped on one machine

This new high-speed adjustable wrapping machine has aroused keen interest among many classes of manufacturers. Within less than a month after the first machine had been put into factory operation, its owner ordered an additional machine. Convincing proof of unusual performance.

Think of the flexibility which this Model F-9 offers you! It will wrap any variety of sizes from 4" to 12" in length; from 1 3/4" to 4 1/4" in width, and from 1 3/4" to 3 1/4" in height. Even these dimensions may be extended in one dimension, if compensated for in another dimension. Changes from one size to another are quickly made by easy adjustments.

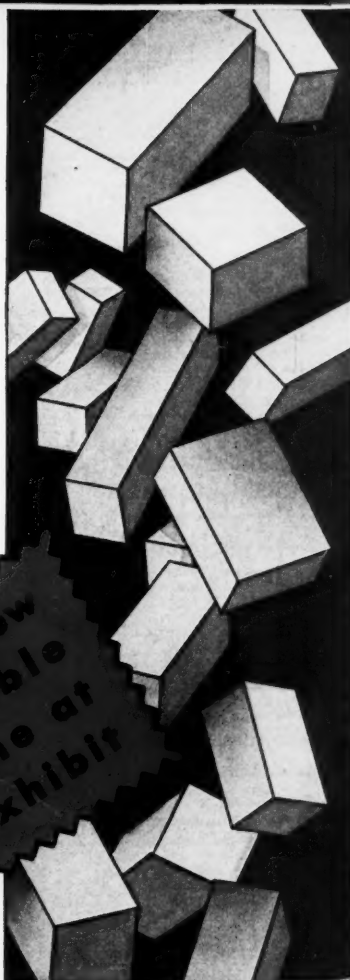
High Speed: The machine will turn out at least 75 packages per minute; and on moderate sized packages this speed can be increased.

May be equipped for Cellophane, printed wrappers, glassine or waxed paper. The printed design on the wrapper is accurately registered on the package. May also be arranged to attach printed end-seals.

Write for folder giving complete information.

PACKAGE MACHINERY COMPANY
 Springfield, Massachusetts
 New York Chicago Los Angeles
 London: Baker-Perkins, Ltd.

See this new
 adjustable
 machine at
 our Exhibit



PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines

VISIT OUR

PACKAGING EXPOSITION

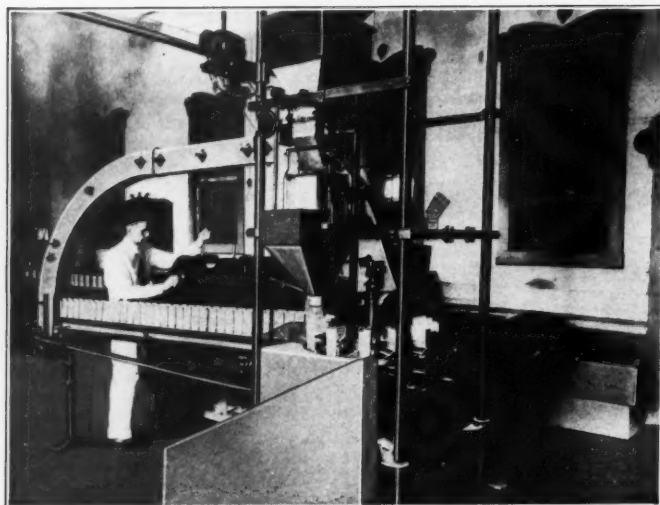
PALMER



HOUSE

BOOTH NO. 407

CHICAGO, MARCH 7-12, 1932



Packomatic (Scott) Full Automatic Net Weigher with Combined Bottom and Top Sealer. Filling "White House Rice" packages at 30 per minute for Standard Rice Co., Inc., Memphis, Tenn.



LARGE AND SMALL MANUFACTURERS DEPEND ON PACKOMATIC MACHINERY

1932 provides another chapter in the endless story of Packomatic Machinery. From long experience, both large and small manufacturers look to Packomatic for dependability, quality, design and construction.

Whether you pack in cartons or cans, there is a Packomatic machine that will help you produce a better finished package.

Packomatic machines are designed and constructed to give a long life of service, and by their unbelievable speed they effect an unusual saving in manufacturing costs.

Let a Packomatic engineer show you what automatic machinery can do for you! Entire manufacturing plants are put upon a new basis of economy leading to better operating. Phone—Wire—Write. We'll meet you any time, any place.

A FEW PACKOMATIC USERS

The Quaker Oats Company
Canada Dry Ginger Ale, Inc.
George A. Hormel & Co.
Lavoris Chemical Company
Maxwell House Products Co., Inc.
The Ohio Salt Company
Thomas J. Webb Company
The Procter & Gamble Co.
Sanitary Grocery Company, Inc.
Carnation Company
Postum Company, Inc.
Cream of Wheat Corporation
The Pepsodent Company
National Biscuit Company
Diamond Crystal Salt Co.
Kellogg Company
The Great A. & P. Tea Co.

WE WILL
EXHIBIT
AT THE
A. M. A.
PACKAGING
EXPOSITION

March 7-12
Palmer House
Chicago
You are Invited!

PACKOMATIC PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Branch Offices:

NEW YORK

ST. LOUIS

LOS ANGELES



VISIT OUR

PACKAGING EXPOSITION

PALMER



HOUSE

BOOTH NO. 308

CHICAGO, MARCH 7-12, 1932



Versatility and Distinction with Imperial Oblongs

Here are six examples of distinguished packaging. Each of the products shown in the illustration is contained in our new bottle—the Imperial Oblong. Label treatment on each bottle was worked out by Owens-Illinois Glass Company package designers to indicate how versatility of appearance may be achieved in the use of these smart new Imperial oblongs.

Perhaps you have some product or line of

products the sale of which could be stepped up by improved packaging. If you feel that this is the case, we shall be glad to cooperate with you. Owens-Illinois Glass Company service covers every step of the packaging problem, including designing inner and outer cartons, labels and closures, as well as the production of the right glass container for your product. Owens-Illinois Glass Company, Toledo, Ohio.

OWENS-ILLINOIS

BOTTLES AND GLASS CONTAINERS

VISIT OUR

PACKAGING EXPOSITION

PALMER



HOUSE

BOOTH NO. 414

CHICAGO, MARCH 7-12, 1932



Use Bliss Boxes and REDUCE YOUR SHIPPING COSTS

A LARGE number of concerns in a variety of fields have found Bliss Boxes the most economical of all shipping containers. By adopting these boxes for shipping their products they are saving thousands of dollars annually due to the lower purchase price and reduced freight rates. They have found, also, that Bliss Boxes stand up under the roughest handling; that their sturdy, superior carrying qualities insure the delivery of goods in perfect condition.

Write for interesting data on Bliss Boxes

H. R. BLISS COMPANY, Inc.

*Manufacturers of Wire Stitching and Adhesive Sealing Machinery for
All Types of Fibre Containers*

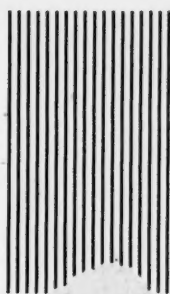
NIAGARA FALLS, NEW YORK

50 Church St.
New York, N. Y.

James Q. Leavitt Co.
Ogden, Utah

Harry W. Brintnall Co.
San Francisco, Cal.

608 So. Dearborn St.
Chicago, Ill.



BLACK *and* SILVER



RICH coating of gleaming lustrous black is our outstanding process of which we are justly proud. If black is an important part of your design let us show you how our special process will accentuate the beauty of your labels.

Kindly write for samples.

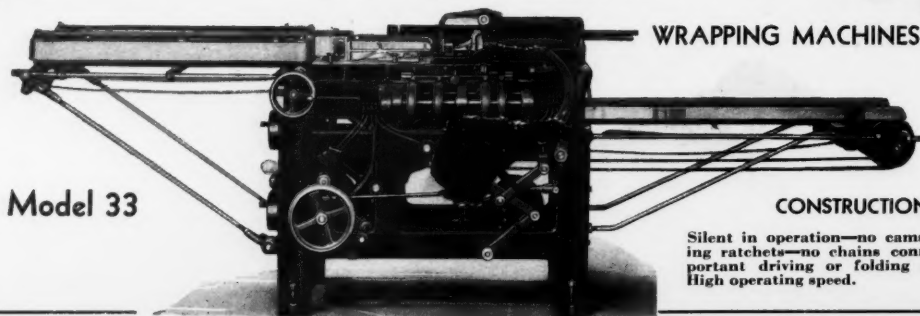
RICHARD M.
KRAUSE
INCORPORATED

304 EAST 23rd STREET
NEW YORK

KRAUSE METASEAL

Originators and Pioneers

In Easily and Quickly CONVERTIBLE

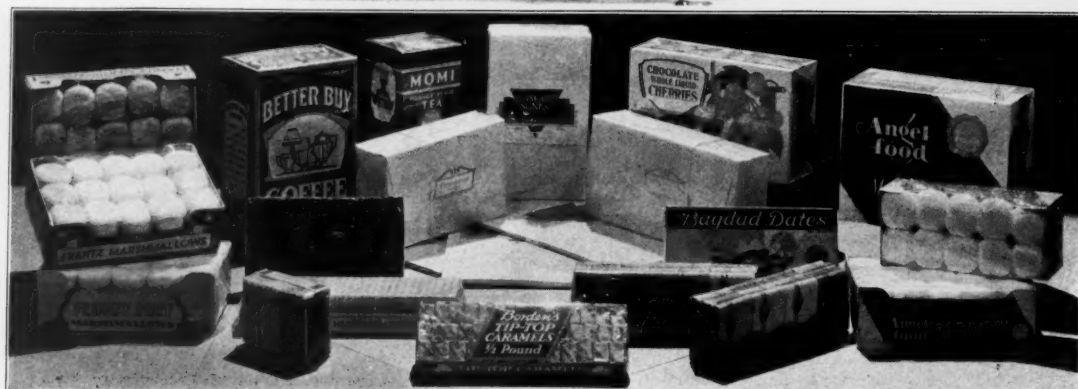


Model 33

WRAPPING MACHINES

CONSTRUCTION

Silent in operation—no cams—no coasting ratchets—no chains connecting important driving or folding movements. High operating speed.



Group wrapping of many sizes and types of packages made possible with fixed size efficiency. Notice the range above, from book matches to coffee—from closed cartons to open-top marshmallow packages. Every package shown is wrapped in transparent cellulose.

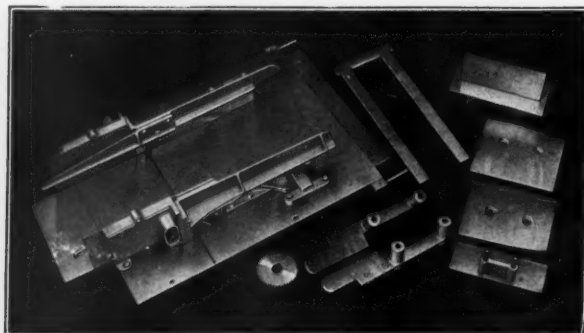
BATTLE CREEK and JOHNSON AUTOMATIC MACHINES

BATTLE CREEK WRAPPING MACHINE CO.

(Johnson Automatic Sealer Co., Ltd., Subsidiary)

BATTLE CREEK, MICH.

Complete folding assembly used for each size package handled.



CONVERTIBILITY

Remove the folding assembly shown below and lock in place a different assembly. Press the starting lever—the machine is immediately operating on a different size package.

MATERIALS HANDLED

Machines will handle interchangeably plain or moisture-proof transparent cellulose, waxed paper or glassine, kraft or plain paper,—or with special attachments register waxed or printed paper from rolls,—or attach end seals. **WITH MOISTURE-PROOF TRANSPARENT CELLULOSE EITHER ORDINARY OR AIR-TIGHT SEAL IS OPTIONAL.**

TRIED AND TESTED PERFORMANCE

Twenty years of experience in building quickly adjustable and convertible wrapping machinery are built into this machine.

Send group of packages to be handled, or describe dimensions, and type of wrapping desired. Use the coupon below, if convenient.

BATTLE CREEK WRAPPING MACHINE CO.,
Battle Creek, Mich.

Please describe in full and quote on Model 33 to wrap in
..... (paper) packages ranging from (largest)..... x
..... to (smallest)..... x..... ☐ Please have
representative call.

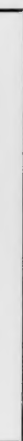
Name..... Firm.....

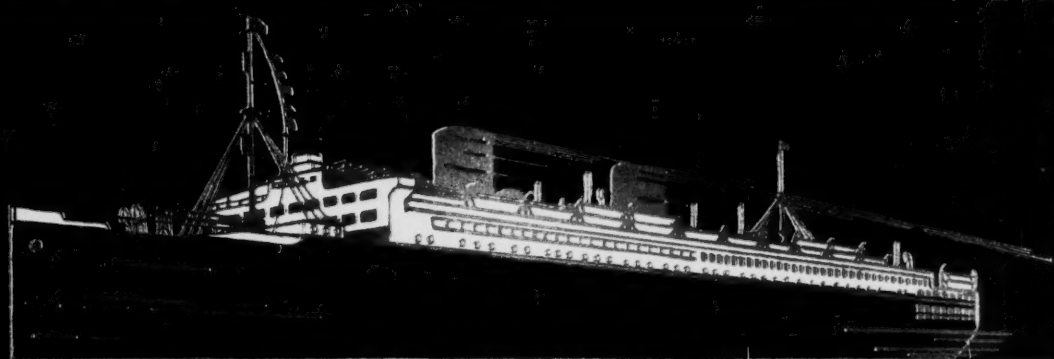
Address.....

City..... State.....

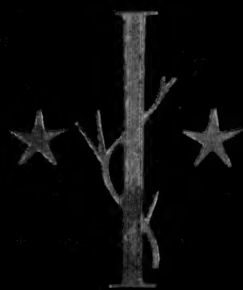
MP-2-32

2





BON VOYAGE



AND CHOCOLATES AND BON BONS

HOW Does Your Package RANK?

Is it up among the leaders in your field or is it handicapped by a dull, unappealing appearance?

If the latter is the case, let us show you what an outstanding package can be made for your product simply by embellishing it with gleaming, lustrous Brighten Roll Leaf.

Thousands of manufacturers using this form of decoration find it gives a decided impetus to sales.

Brighten Roll Leaf can be quickly and economically applied by printers everywhere.

Our Designing Department will gladly aid you in securing the most effective results.

Samples and full information on request.



THE H. GRIFFIN & SONS COMPANY

Brighten Leaf Division

65-67 DUANE ST., NEW YORK, N. Y.

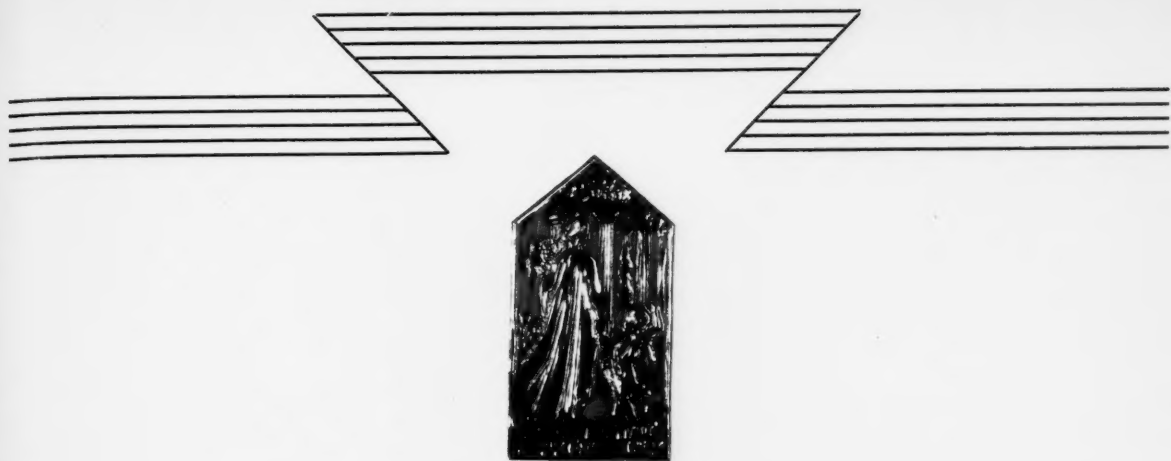


CHICAGO: 701 So. Dearborn St.

BOSTON: 95 South St.

Paper Courtesy of New England Card and Paper Co., Springfield, Mass.

AUTOMATICALLY Stamped, Gold and Silver in one operation on a
CHANDLER & PRICE 14½ x 22 Automatic Unit with Brighten Leaf Attachment.



Winning the Approval of Feminine Eyes

It has been said that women believe 90% of what they see and only 50% of what they hear.

Since, according to statistics, they buy 90% of all merchandise, how important it is that everything that goes to make up your package does its share in capturing feminine fancy.

The label, for example, does it radiate quality? Is it smart, modern, individual?

Cameo Labels are noted for their exquisite designs and perfect workmanship. Daily they are winning the approving eyes of consumers for the products of thousands of manufacturers.

May we send you samples, so that you may see for yourself how superior Cameo Labels are in every respect?



CAMEO DIE CUTTING & ENGRAVING CO.
140 WEST 22nd STREET
NEW YORK, N. Y.

Pacific Coast Representative—C. M. Turton, 531 Central Bldg., Los Angeles, Cal.



ST

WE appreciate the compliments conferred on us by various manufacturers who have delegated to us that important phase of their sales promotion problem—styling the product and package.

Experience, gained over a period of many years of constant application to package design problems, enables us to render exceptional service to manufacturers confronted with such problems.

We do no manufacturing. Our ideas and recommendations are therefore unbiased.

As consultants and designers we offer you that vital but invisible asset to business vitality—creative resourcefulness and the outside viewpoint resulting in more desirable merchandise for the consumer and increased sales for the manufacturer—the logical result of improved commodities.

PACKAGE DESIGN CO



YOUNG

THE PRODUCT
THE PACKAGE

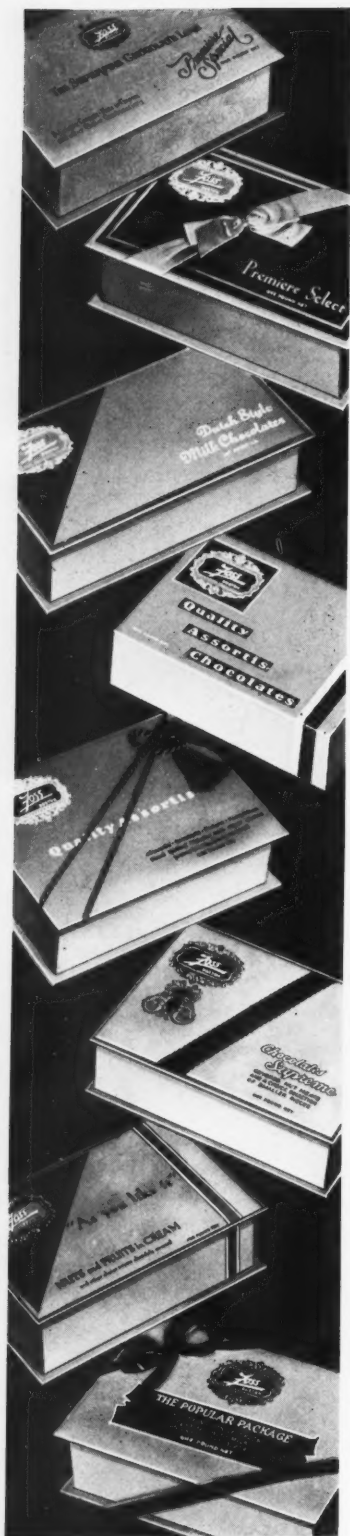


INCORP., 8 MURRAY STREET



NEW YORK





Styling the Line with Roll Leaf Embossing

ONE of the problems in connection with styling a line of products is to create a family resemblance and at the same time achieve individuality for each product in the line.

Roll leaf embossing furnishes one means of doing this. In the H. D. Foss Co., Inc., line of candy boxes, for instance, there is a distinct family resemblance, yet each package is as individual as a finger-print. On each box the distinctive Foss trade mark is stamped with Peerless Bronze Roll Leaf, identifying the package as one of the Foss line without destroying its individuality.

A moderate use of Peerless Roll Leaf embossing adds style and distinction to your packages. To increase the selling value of a package it is not always necessary to redesign it. Many times all that is needed is a small amount of roll leaf embossing, a gold embossed border or trade mark.

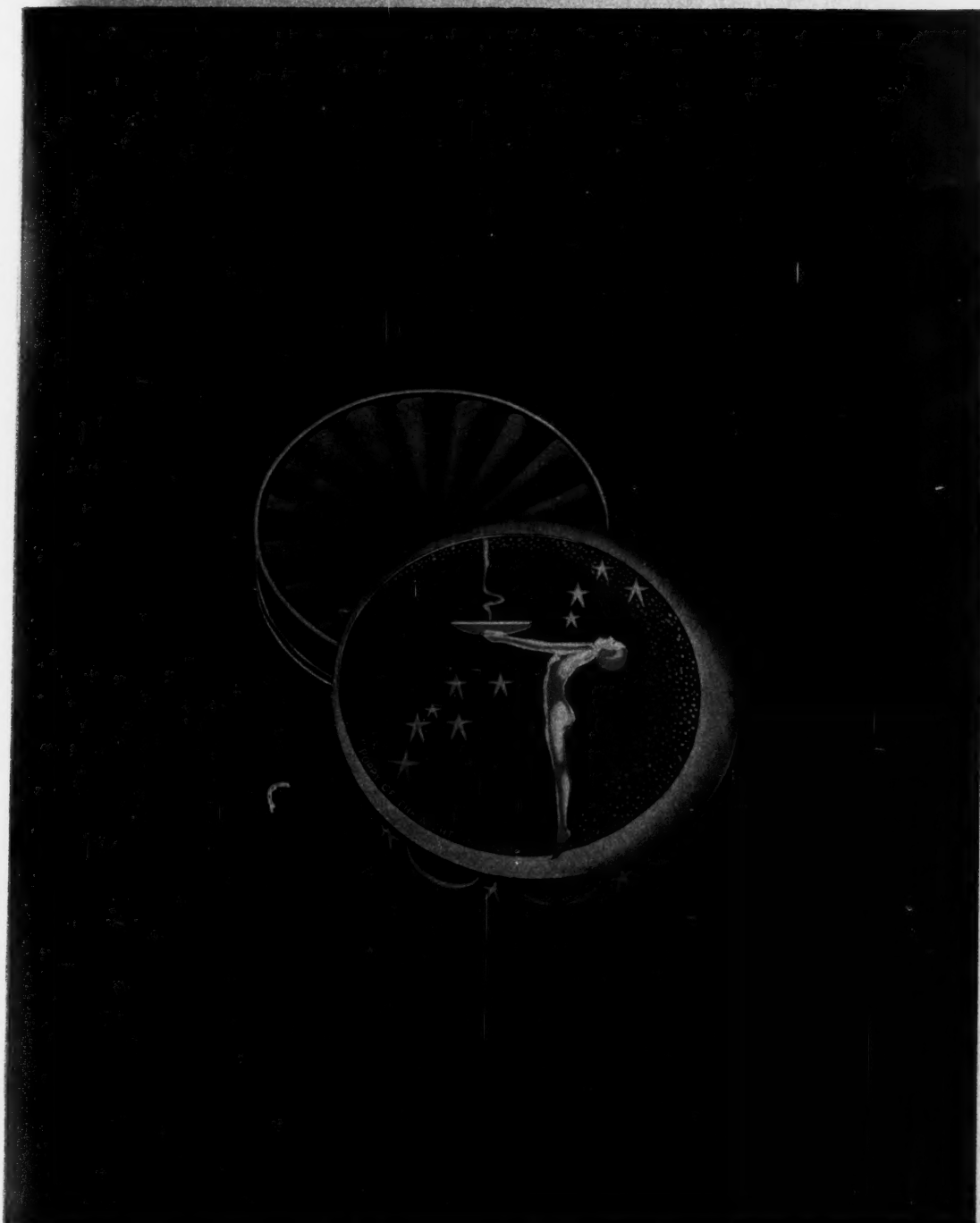
We have collected a number of samples of package wraps on which Peerless Roll Leaf embossing has been used effectively. On request, we shall be glad to send you a portfolio containing a selection of these samples. Write for your copy today. Write Peerless Roll Leaf Company, Inc., 915 New York Avenue, Union City, N. J. Branch Offices located in Boston, Chicago and London. Distributors in San Francisco and Toronto.

THE PEERLESS PROCESS

FOR DECORATING DISTINCTIVE PACKAGES



PEERLESS ROLL LEAF COMPANY, INC.
UNION CITY, NEW JERSEY



Box Designed by
F. N. BURT COMPANY, Ltd., Buffalo, N. Y.
Manufacturer of Fine Set-up Paper Boxes

ARTCOTE Gold and Silver Papers bring to packages a correctness that is self-evident. They measure up to the strictest specifications of discriminating box users and box makers. Despite their expensive appearance, ARTCOTE Gold and Silver Papers are distinctly economical.

MANUFACTURED BY

ARTCOTE PAPERS
INC.
IRVINGTON, N. J.

FEBRUARY, 1932

41

UNUSUALLY smart and distinctive boxes and containers can be made with ARTCOTE Gold and Silver Papers. Merchandisers of many widely known products are profiting by the extraordinary appeal given to their packages by these lustrous, up-to-the-minute papers.

Eye appeal is often the first appeal, and nothing will so quickly convey the idea of exceptional quality as boxes or containers fabricated of ARTCOTE Gold or Silver Papers.

They have a most receptive surface for all processes of reproduction. The other side of this sheet shows how perfectly ARTCOTE lends itself to four-color process printing.

Take advantage of the prestige, individuality and character that ARTCOTE Gold and Silver Papers will impart to your package. There are weights and grades suitable for every purpose—box wraps, cartons, labels, displays and direct-mail advertising.

Write for specimens and working sheets.

Manufactured by
ARTCOTE PAPERS
INC.
IRVINGTON, N. J.

Printed on Horizontal Press
Inks by Fredk. H. Levey Co.
Yellow No. Q-892
Blue... No. Q-893
Red... No. Q-894
Black... No. 11453A

Acme Staple Co.
Acme Steel Co.
Allen & Hills, Inc.
American Paper Goods Co.
American Steel Chase Co., Inc.
Arabol Mfg. Co., The
Arenco Machine Co., Inc.
Armstrong Cork Co.
Arrow Mfg. Co., Inc.
Artcote Papers, Inc.
Auburn Button Works, Inc.
Automat Molding & Folding Co.

Bakelite Corp.
Birge & Sons Co., M. H.
Bliss Co., Inc., H. R.
Bond Mfg. Corp.
Bostitch Sales Co.
Brooks & Porter, Inc.
Brown Bag Filling Machine Co.
Burdick & Son, Inc.
Burt Machine Co.

Cambridge Paper Box Co.
Cameo Die Cutting & Engraving Co.
Chicago Paper Co.
Cincinnati Mailing Device Co.
Cleveland Container Co.
Collins Mfg. Co., A. M.
Colt's Patent Fire Arms Mfg. Co.
Colton Co., Arthur.
Consolidated Paper Co.
Consolidated Pckg. Mchry. Corp.
Consolidated Safety Pin Co.
Container Corp. of America.
Continental Can Co.
Crown Cork & Seal Co.

Dejonge & Co., Louis.
Dobeckmun Co., The

Economic Machinery Co.
Einson-Freeman Co., Inc.
Ermold Co., Edward

Forbes Litho. Mfg. Co.
Fort Orange Paper Co.
Foxon Co., The

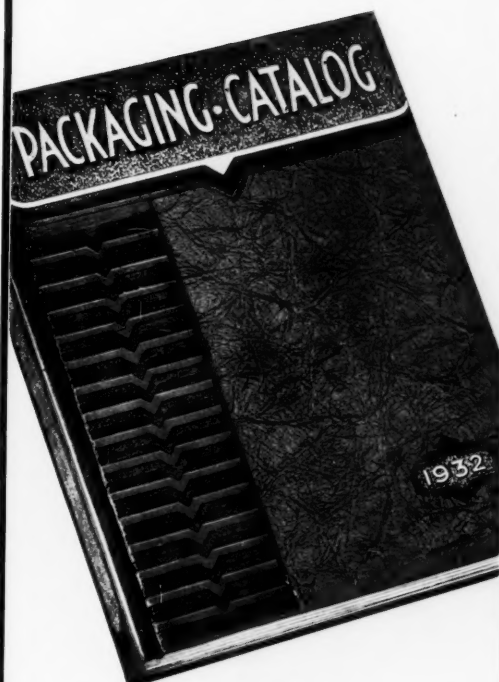
General Plastics, Inc.
Goat Co., Inc., The Fred
Gummed Tape & Devices Co.

Hazen Paper Co.
Heywood Co., R. R.
Holyoke Paper Corp.
Horix Mfg. Corp.
Hughes & Hoffman
Hygienic Tube & Container Co.

Ivers-Lee Co.

Kalamazoo Vegetable Parchment Co.

Kaunagraph Co.
Keller-Dorian Paper Co.
Kellogg Paper Products Co.
Kerato Co., The
Kimberly-Clark Corp.
Klip-Spoon, Inc.
Krause, Inc., Richard M.
Kupfer Bros. Co.



OVER 100 CATALOGS IN ONE

ALL of the concerns listed on this page publish condensed catalogs of their products and services in the 1932 edition of the **PACKAGING CATALOG**.

Besides this helpful information, it contains more than eighty-five treatises covering every phase of packaging, as well as a complete list of every responsible source of supply for machinery, supplies and equipment used in Packaging Industries.

PUBLISHED BY

**BRESKIN & CHARLTON
PUBLISHING CORP.**

11 PARK PLACE NEW YORK

Latham Machinery Co.
Levey Co., Inc., Frederick H.
Lily Tulip Cup Corp.
Liquid Carbonic Corp.
Little Co., John W.
Lowe Paper Co.

Marvellum Co.
Mason Box Co.
Matthias Paper Co.
McDonald Engineering Corp.
Metal Package Corp.
Middlesex Products Co.
Milprint Products Co.

Nashua Gummed & Coated Paper Co.
National Collapsible Tube Co.
National Metal Edge Box Co.
Northern Industrial Chemical Co.
Norton Laboratories, Inc.

Owens-Illinois Glass Co.

Package Design Corp.
Package Machinery Co.
Paterson Parchment Paper Co.
Peerless Roll Leaf Co.
Peerless Tube Co.
Pennsylvania Glass Products Co.
Peters Machinery Co.
Pilliod Cabinet Co.
Pioneer Paper Stock Co.
Pneumatic Scale Corp., Ltd.
Prentiss Co., Geo. W.

R. C. Can Co.
Richardson-Taylor-Globe Corp.
Riegel Paper Corp.

Saranac Machine Co.
Seeley Tube & Box Co.
Sefton National Fibre Can Co.
Stokes Machine Co., F. J.
Stokes & Smith Co.
Sun Tube Corp.
Sylvania Industrial Corp.

Tin Decorating Co. of Baltimore, The.
Transcello Paper Co.

Ullman, Martin
Union Bag & Paper Co.
U. S. Ptg. & Litho. Co.

Voss Corp., Karl

Warner Bros. Co.
Waterbury Paper Box Co.
Waterbury Button Co.
Westfield River Paper Co.
Whiting Co., Inc., C. R.
Whiting-Patterson-Supple Co., Inc.
Williamson Glue & Gum Works
Wirz, Inc., A. H.
Wood, Nathan & Virkus Co.

Young Bros.

4 EXCLUSIVE FEATURES

OF THE NEW INTERNATIONAL MODEL A-A FOLDING AND GLUING MACHINE

This machine makes glued boxes ranging from 1 inch folded flat to a maximum sheet 41 inches open, while the length may vary from 3 inches to 40 inches—the greatest range of any folding machine ever built.

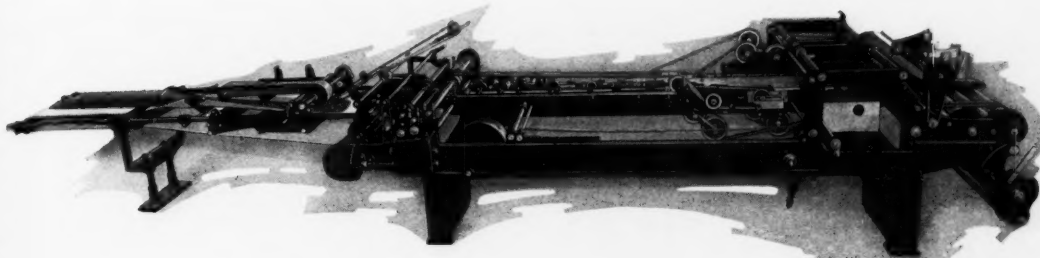
It is guaranteed to operate at high speeds with a maximum folding belt speed of 12,000 inches per minute, and production is limited only by the ability of the attendants to feed and take away the finished product.

Four of the outstanding features of this new machine are described on the opposite page.

An illustrated catalog setting forth the advantages of the machine in detail, gladly sent on request.



The International Paper Co.
Nashua, New Hampshire



THE PATENTED AUTOMATIC PRESSURE FEED

It is physically impossible for an operator with any other feed to even approximate the speed that can be maintained with the Model A-A pressure feed. Just pick a lift of blanks from the stacked pile—drop it into the hopper—that's all!

1.

No laborious time consuming, fanning or feathering of the blanks.
No necessity of raising the pile of blanks to insert each feathered lift.
No tiresome reaching up at arm's length with a cumbersome pile of fanned blanks.
No frequent stopping of machine for adjustment to gauging parts.

THREE DISTINCT FEEDS

2.

Combination of three distinct types of feeds, providing the means to handle at maximum speeds any class of work regardless of size, shape, printing or weight.

PATENTED ROTARY SCRAPER GLUE POT

3.

The International Triple Wheel Glue Pot eliminates all of the causes of defective gluing, because a constant flow of adhesive is maintained at all times by a rotary scraper. It permits the use of a wide glue wheel, applying a very thin film of adhesive which does not squeeze out. It also prevents particles of adhesive flying off at high production speeds. The rotary scraper is the only construction that assures these advantages and makes glue inspection worries a thing of the past.

NEW DOUBLE APRON HORIZONTAL STACKER

4.

This new patented and patent applied for double apron horizontal stacker with end or side delivery induces and assures taking full advantage of the great possibilities of the automatic pressure feed. It combines all the advantages of horizontal and vertical stacking, with none of the well-recognized disadvantages of the latter type. It makes possible the handling of the full range of sizes, regardless of shape, size, thickness or printing, without smudging or defacing of printed surface, and at the highest production rates.

Box Machine Company
New Hampshire, U.S.A.



SILENT SALESMEN

WHEN BUYERS, cash in hand, are deciding what brands to buy — that's where the sales value of your container counts most.

Cans, such as those illustrated here, will help in increasing the sales of your food products.

Their modern designs, executed in attractive colors, pull temptingly at buyers' purse-strings.



With more products than ever attractively and conveniently packaged, your container has a real selling job to do in successfully meeting present day competition. Does it measure up?

In the development of new packages, or in modernizing old ones, Continental has helped many manufacturers in the creation of "Packages That Sell." It will pay you well to discuss your can problems with an experienced Continental representative.

"It's Better Packed in Tin"

CONTINENTAL CAN COMPANY, INC.

NEW YORK, 100 East 42nd Street

CHICAGO, 111 West Washington Street

SAN FRANCISCO, 155 Montgomery Street

MODERN • PACKAGING

FEBRUARY - 1932

VOLUME FIVE—NUMBER SIX

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

ALL-AMERICA TWELVE

By Martin Ullman

★ Johnston's Tableau; ★ Congress Playing Cards; ★ Norwich Norol Syllium; ★ Gilbert's Antiseptic; ★ Johnson & Johnson's Couette; ★ Parker Quink; ★ Nivea Creme; ★ Maillard's La Jeunesse; ★ Woodbury's Soap; ★ Bon Ami; ★ Pond's Tissues; ★ Devoe Paint

THE QUEST of an ideal has raised this world from cursed darkness to blessed light and business from ignoble peddling to a noble calling. The package constitutes a most interesting record of the progress of business, of art, of public taste. The passing of years has witnessed a remarkable change in the quality of the package from an instrument of utility into a thing of beauty endowed with its own particular ability to please or displease our sense of taste.

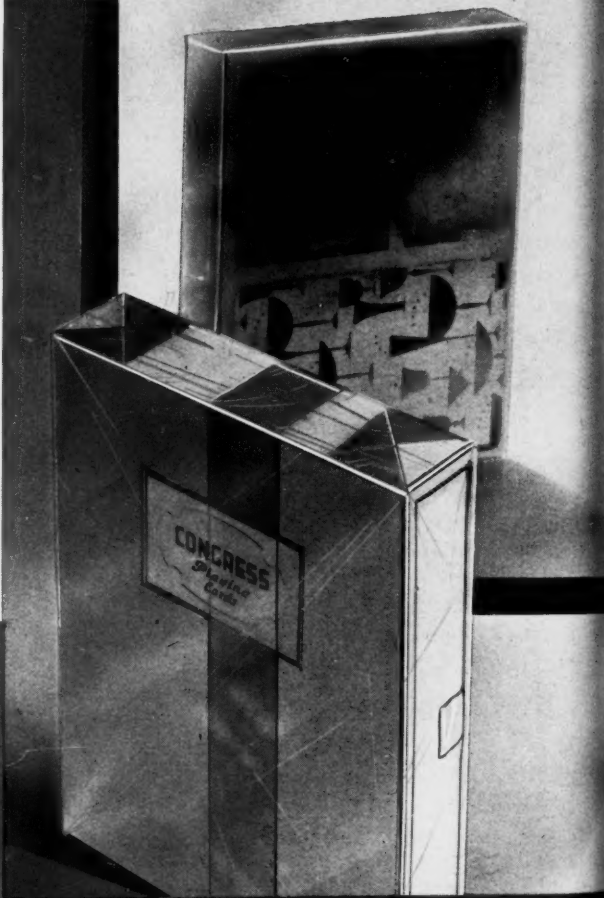
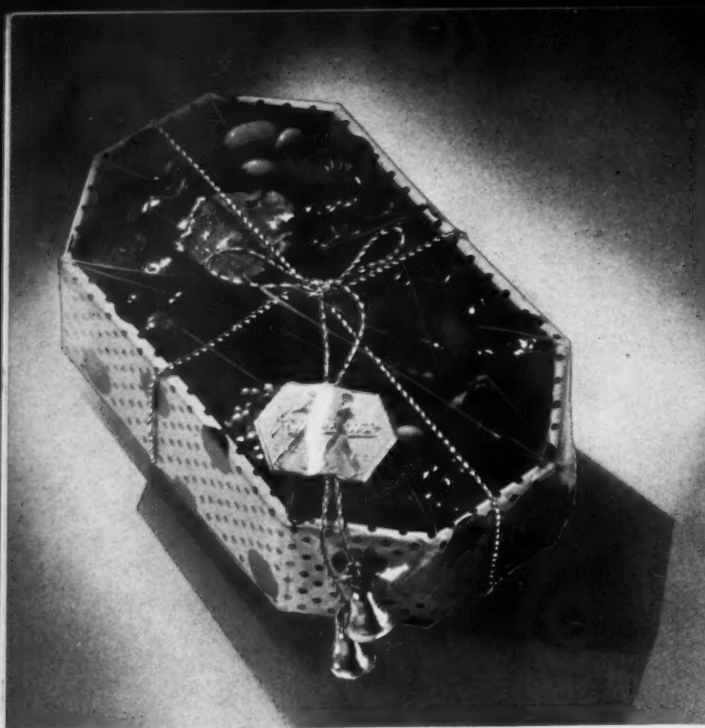
The package like everything else has changed with the times. Today, business recognizes the full importance of the package as an unequalled selling force. Designers are giving fully of their art, which is the planning, arranging and creating of form, the choice of color, the selection and rejection of elements. Makers of glass, tin, molded plastics, transparent cellulose, fancy papers and other materials are contributing much to the advancement of packaging goods.

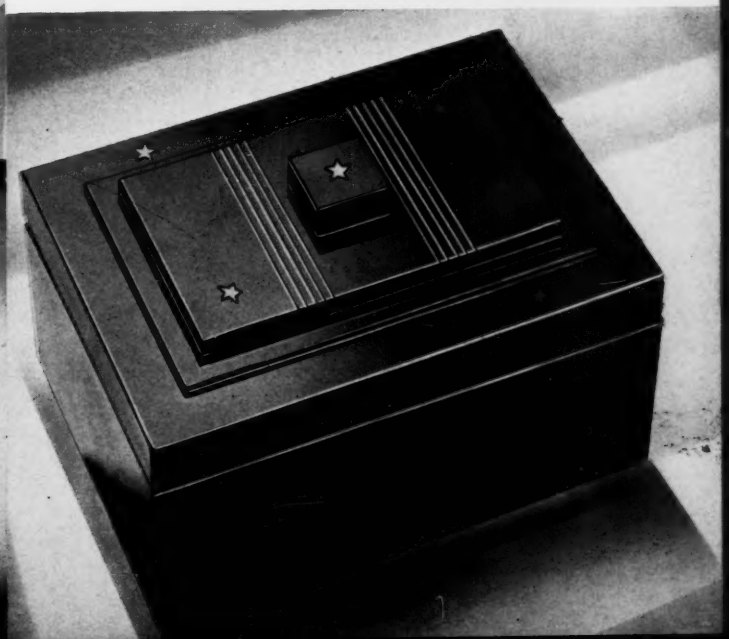
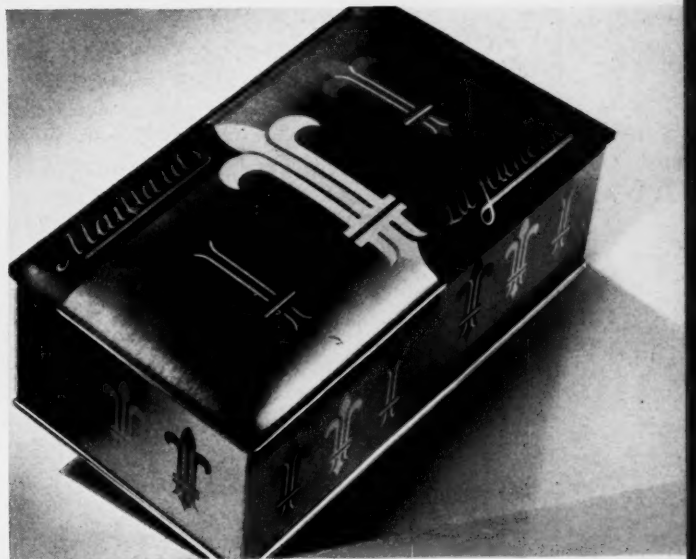
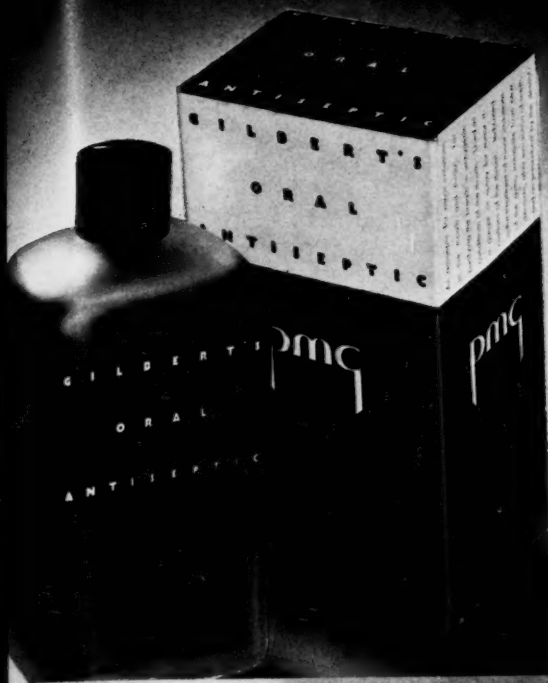
When we keep in mind the underlying purpose of the package, *the interpreting of the advantages of an article to the public*, we realize how difficult an undertaking good package designing is. Shelf appeal in packages is due not to any single attribute but rather to a har-

monious combination of many related features. The effectiveness of the package is not alone due to design, material or shape, but to the proper combination of all of these elements. Each one depends upon and has need of all the others. It is the effect of the package as a whole that makes it succeed or fail. Successful packages are founded on two simple elements. Designs that say something and materials that say something. Both are necessary. Both are important.

This is an age for packaged goods. Cigars, cigarettes and candy, shirts, sausages and stockings, pills and paints, soups and soaps are bought freely and sold profitably in packages. Every package is a salesman devoted exclusively to the goods to be sold. There is no waste circulation save for your own fault in poor use of the most valuable and exclusive space in the world. It is the use of the space which determines the degree of value you get from it. *The well designed package has no privacy. It is in sight always.*

In a recent issue, *The New York Sun* commented editorially: "One of the interesting aspects of this branch of commercial design is the astonishing energy shown by artists who work for industry, especially in





The ALL-AMERICA TWELVE comprehensive selection of the best designed, most practical and most outstanding packages of the year, was made after much investigation and study and with due consideration to the packaging elements involved. Choice was determined in accordance with highest point rating based on the 27 FEATURES (listed below) which effect the sales value of any package.

1. General design device (idea)
2. Class of prospects reached (male or female or both)
3. Class of outlets (where sold)
4. Primary appeal characteristic (utility, luxury, economy, novelty)
5. Appearance value
6. Material (texture)
7. Correct shape and form
8. Size (unit of sale)
9. Color scheme
10. Specific appeal (aesthetic, bizarre, conservative, dramatic)
11. Purposes
12. Harmony with product
13. Appropriateness
14. Family resemblance
15. Trade identification (trade mark character, shape, color, symbol)
16. Art (layout, decoration, illustration, ornament)
17. Logotype and brand name
18. Text (primary and secondary reading matter, directions)
19. Typography (legibility)
20. Display value (window, counter, shelf)
21. Shelf visibility (distance)
22. Counter visibility (close range)
23. Secondary (double) use
24. Immediate identification of product (as staple, novelty, specialty)
25. Comparison with competing packages (fitness to challenge)
26. Atmosphere portrayed (cleanliness, quality, strength)
27. Economy (packing, wrapping, printing)

their unceasing efforts to produce something novel yet pleasing. Their incentive, of course, is to promote the sale of merchandise, but this doesn't shackle originality. . . . But why need anything be ugly merely because it is to be made by the hundreds of thousands? That fact alone is an incentive to make it more attractive."

In packages, as in Nature, it is the beautiful which lures the eye and which the memory hoards away. Beauty fascinates. It arouses the imagination. Packages that achieve beauty achieve the highest effectiveness.

With this introduction is presented the ALL-AMERICA TWELVE judged by me as the best and most outstanding packages for the year. They represent culling the best from the rest. They represent far more than a mere collection of beautiful packages. They exhibit a type of art that is peculiar to our time, and which relies, as good package designing should, on useful purpose. Selection has been limited to products packaged only in America. The method employed in determining which should be judged worthy of award has been developed by the writer through practical application of 27 principal features which effect the sales value of any package. Every package in this survey was measured, weighed and charted according to each feature rating. Actual count showed that 271 packages were originally examined and that out of all these, the selected twelve as illustrated in these pages received the highest point rating. In boldness of conception, color and originality of design, choice of shape and material the ALL-AMERICA excel.

A conscientious attempt was made to include all phases of packaging elements, all aspects of contemporary materials and design, and to reach a cross section of all business. Surveying in retrospect, one naturally remembers a few packages while confessing that thousands have become lost to focus. Worthy of comment is that package designing shows the greatest progress in cosmetic and toilet articles.

How important it is for a package to be right for its purpose recalls the story of the friend who presented to a bride Stevenson's "Travels with a Donkey" as a go-away gift. He meant well, but it was awfully rough on the groom. The art of giving or of living, of sermonizing or of packaging dwells in appropriateness. . . . fitness for purpose.

Persistent, searching, constructive criticism is what the packaging industry needs most today. We must ask not only whether what we are doing is worth while in itself, but toward what goal it is tending. We must re-examine, in the light of history and of much experience, those formulas that are usually accepted without question because they are familiar. We must face the future with the past in our hands and not spend too much time in looking backward.

Like the ancient merchant who approached his prospective princes with costly gifts and an impressive retinue, so must modern business, through its packages approach the princely public with a gesture of magnificence. It is my opinion that these twelve, in their respective fields, do. Their excellence, however, presages a fruitful era in the near future.

In presenting the ALL-AMERICA TWELVE to our readers we appreciate that there may be a diversity of opinion on the various packages selected. It would be remarkable indeed if such were not the case. However, we would point out that the selection made by Mr. Ullman was not "hit or miss," but the result of a careful study (actually, 271 packages were given consideration) which placed a rating, in accordance with the elements tabulated on this page, on each package considered. These points, or elements, establish, we believe, a basis on which the merits of any package may be judged; the proportional ratio used in the rating may, of course, be varied according to the desired objectives which the packages so judged are to accomplish. The list of features given also establishes a basis or formula for the creation of new packages.—EDITOR.

The Information Booth

Packaging Exposition and Conference

UP TO THE TIME of going to press the following details regarding the Packaging, Packing and Shipping Exposition at the Palmer House, Chicago, during the week of March 7th, have been obtained. In the arrangement given, it is believed that the information, together with the diagram shown, will be of service to those attending, both before and during the period of the exhibition. A brief résumé of the conference program is also included. For convenience, names of the exhibitors appear alphabetically with the booth number, description of exhibit and names of attending representatives given.

Acme Steel Company—303 and 305—Complete line of box strapping equipment, tools and accessories for strapping all kinds of shipments. "Silverstitch" stapling wire. W. S. Huss, H. C. Sharpe, F. J. Deacon, P. L. Dafoe, V. C. Hogren, A. O. Tobey, R. E. Crabb, J. W. Karstens, J. G. Bucuss, F. R. Grove, L. W. Kimball and N. L. Anderson.

American Excelsior Corporation—217—Excelsior products for packing and shipping. A. N. Hodge, J. E. Boyle, E. A. Mavis and A. J. Koehneke.

American Management Association—125, 126, 127, 128 and 129—Exhibit of "before and after" packages.

Armstrong Cork Company—212—Closures of various types, shown separately and on packages to which they are applied. S. L. Barnes, E. C. Hawley, C. F. Henry and Georges Wilmet.

Artcote Papers, Inc.—301—Printed specimens Artcote papers and board, packages made from Artcote and samples of Artcote paper and board. Edwin G. Straus, Ted Lax and W. P. Gray.

Associated Cooperage Industries of America—310.

Automat Molding and Folding Company—304—Machine for automatically forming, filling and sealing packages of any free-flowing or semi-free-flowing product, using plain or moistureproof transparent cellulose as a container and producing square or rectangular package, flat end or satchel type. M. V. Girkins and J. P. Aldrich.

Bakelite Corporation—110 and 111—Display consisting of a group of modern Bakelite molded packages, boxes, trays and signs, together with a large variety of bottle and tube caps. Robert Brenneck.

Better Packages, Inc.—331—Complete line of gummed tape sealing equipment, including models of "Counter Boy" sealers. Chas. E. Beckman and C. F. Hagel.

H. R. Bliss Co., Inc.—414—Bliss power lift top stitcher and Bliss portable stitcher; representative Bliss boxes. H. R. Bliss, G. Prescott Fuller, H. G. Allen and F. R. Bliss.

Breskin & Charlton Publishing Corp.—101 and 102—MODERN PACKAGING. C. A. Breskin, D. E. A. Charlton, Lawrence Ley, E. I. Carmody and Joseph Barnett.

Celluloid Corporation—216—Transparent wrapping material, "Protectoid" in sheets and rolls, both plain and printed, as well as a complete display showing various uses of "Protectoid;" molded packages of "Lumarith." W. S. Landes, C. F. Reeves and M. Demarest.

Cincinnati Mailing Device Co.—422.

Consolidated Packaging Machinery Corp.—515-A—Display of products which Hoepner scales are handling, as well as the wide variation in sizes of bags which at present are being filled on these machines. H. H. Leonard, Thomas C. Kelly and E. G. Kuhn.

The Container Company—309—Fibre drums, "Stapak and Fiberpak," principally used for food products, soaps and cleaners, all types of dry chemicals, dye stuffs, and articles coming under the supervision of the Bureau of Explosives. H. A. Eggerss, C. E. Eggerss, A. J. Godshalk and Wm. Morison.

Container Corporation of America—400—Corrugated and fibre shipping cases, display packages and folding cartons, retail delivery boxes, paperboard, corrugated display stands and wrappers. E. H. Young, J. C. Helbach, I. C. Keller, H. Harban, E. A. Throckmorton, H. W. Gellersted, H. B. Walter, C. M. French, Miss Heile, Mrs. Pike and Charles Cook.

Dennison Manufacturing Co.—107—Simplex boxes, tags, seals, labels and set-up boxes. T. L. Stocking and W. M. Hilliard.

The Dobeckmun Company—320—Featuring packaging of variety of products in Cellophane bags.

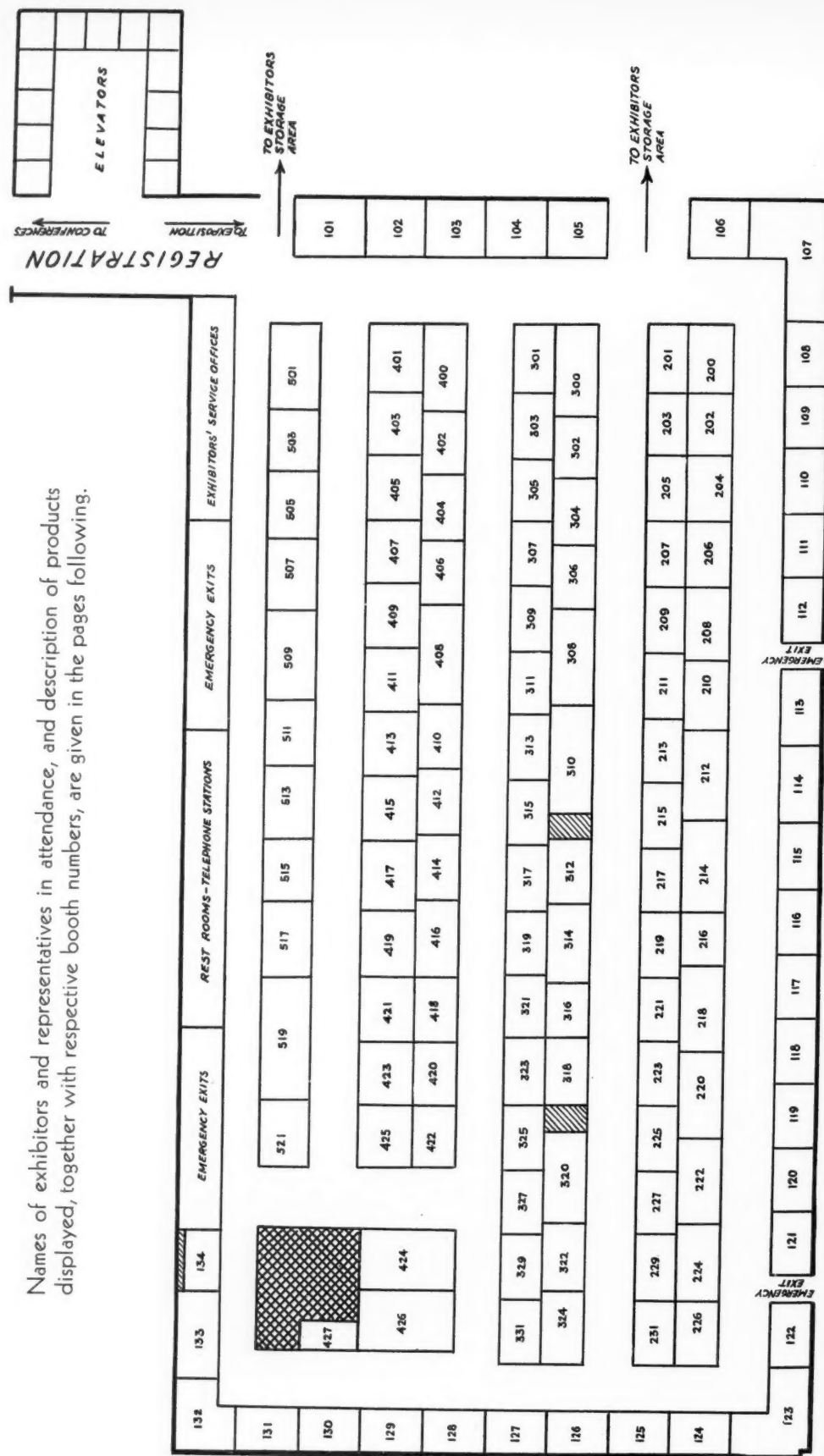
Du Pont Cellophane Company, Inc.—201, 203 and 205—"Before and After" exhibit, examples of packages created by company and exhibit showing progressive development steps in packaging bulk products. L. B. Steele, W. L. Nash and B. C. Robbins.

Einson-Freeman Co., Inc.—501—Einson-Freeman patented double tier container, forms of "Package Pyramids" and various other types of counter display and floor stands. M. M. Einson, F. D. Gonda and E. J. Berliner.

J. L. Ferguson Company—407—Enlarged photographs of Packomatic packaging machinery; Multi-

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Names of exhibitors and representatives in attendance, and description of products displayed, together with respective booth numbers, are given in the pages following.



poster Advertising machine, and cartons of various products handled automatically by company equipment. J. L. Ferguson, R. A. Stephen, P. A. Steed, H. L. Greene and P. D. Bowley.

The Forbes Lithograph Mfg. Co.—206—Shipping and display containers of various forms, original dummies, rough sketches, finished designs and paintings; a complete display of cartons, folding boxes, labels and containers with rough sketches and finished designs showing the inception and development of idea in this field. R. L. Thomas, John W. Little, S. S. Holden and Eugene U. Knight.

General Box Company—405—Products of well-known manufacturers packed in wooden shipping boxes and crates of company design. Motion pictures taken in packing and shipping departments. T. A. Shipley, P. C. Leffel, N. A. Fowler and E. E. Ames.

General Plastics, Inc.—509—Modernistic display stand exhibiting molded closure designs, gift boxes, display stands, powder boxes, manicure set cases, jars, and other special containers of Durez. H. S. Spencer and F. E. Brill.

General Printing Ink Corporation—123—Miniature laboratory equipped to make most of the many chemical tests for printing inks. Representatives from American Printing Ink Co., Eagle Printing Ink Co., Fuchs & Lang Mfg. Co., Geo. H. Morrill Co. and Sigmund Ullman Company.

The Gerrard Company, Inc.—423 and 425—Working exhibit including equipment and packages for continuous demonstration of TA package tying equipment. A. Larsen, R. F. LeTourneau, O. W. Anderson and V. J. Gerrity.

The Hinde & Dauch Paper Co.—503—Boxes, packaging materials, box printing and corrugated paper. E. J. Eisermann, T. H. Gagen and J. H. Macleod.

Illinois Carton & Label Co.—223.

International Paper Co.—517, 519 and 521.

International Tag Company—313—Shipping and factory system tags, sales books, order books, manifold books, autographic registers and register forms. A. G. Shennan, E. M. Vana, G. J. Stack, C. J. Floyd, R. R. Taylor, H. B. Neuner, L. R. Stockner, G. W. Vana, J. A. Fenton and W. W. Hammond.

The Interstate Folding Box Company—200—Samples of Foldomatic boxes, cartons with transparent cellulose windows, tubes or bags made of transparent cellulose or combination of transparent cellulose and glassine, and collapsible cardboard trays. T. W. Ross and Meade Hyndman.

Kalamazoo Vegetable Parchment Co.—300—Showing the use of waxed and parchment paper in different types of packages. Demonstration of photoelectric cell principle in wrapping of packages. H. H. Jones and E. L. Turley.

Kimberly-Clark Corporation—213—Packages of various manufacturers who employ Kimpak crepe wadding; Billowpak for packages and also for window and interior displays. Frank Biederman, N. S. Graham, K. C. Kerrihard and S. B. Fithian.

Latham Machinery Company—417—Machines for stitching shipping containers, suit boxes, hat boxes, hardware boxes, etc. Various samples of work done on special machines built by company for packaging purposes. R. A. Fink, R. E. Mallstrom, W. Pabich, I. R. Metcalf, R. C. Kern, G. W. Clute, Wm. Weber, P. Juul and G. Harred.

G. R. Leonard & Co., Inc.—109—Copies of *Leonard's Guide*. George E. Petersen, Franklin W. Daniel, E. H. Colegrove and G. R. Leonard.

Lily Tulip Cup Corporation—219—Complete line of Nestrute packages. Automatic sealing machine. J. A. Clark.

Liquid Carbonic Corporation—312, 314, 317 and 319—Fully automatic rotary duplex labeler and semi-automatic labeler. Labeled samples of various containers. H. R. Bafetti, A. E. Rose, G. T. Jahnke.

McGraw Box Company—419—Miniature cedar chests, Duco finished, both plain and brass bound, ranging in size from 4 in. to 20 in. T. M. Ferrentino, A. B. Hill and H. L. Purchas.

Master Package Corp.—329.

Metal Specialties Co.—404.

Milprint Products Corporation—208 and 209—Exhibit showing use of printed transparent cellulose in wrappers, bags and cartons. Photographic illustrations showing redesign of packages. Samples of package tie-ups with display advertising and counter displays. Roy E. Hanson, Russell E. Faulkner, Lester R. Zimmerman and William Heller.

Minnesota Mining & Manufacturing Company—302—Display of various products on which Scotch Cellulose tape is being used together with a demonstration of edging and sealing machines. G. H. Halpin, J. A. Borden, A. E. Kimball, Wm. Mayer, W. A. Morrison and F. H. Camp.

Mono Service Company—108—Samples of Kleen Kup containers for various food products. E. Z. Tearstrip container for liquids. Custom-made packages for special purposes. F. U. Dodge, Chester P. White, Fred H. Whitman.

J. L. Morrison Company—215.

National Adhesives Corporation—515—Samples of various types of glues used for labeling of all types of packages. Particular stress will be laid upon packages either made or labeled with the most recent development in the paper line, such as transparent cellulose. Special varnished labels, etc. Chester A. Gage, K. L. Kerney, E. M. Dooling, J. M. Frisch, Harry Fischer.

National Metal Edge Box Co.—105—Various Metal Edge boxes which are now being made under company method by many nationally known concerns. Leon Bauer, L. B. Travis, Oscar Rambo, John M. Brown, M. P. Junkin.

Norton Laboratories—402—Display showing molded packages, closures and products. G. C. Wilson.

Owens-Illinois Glass Co.—308—Harold Boeschstein, F. J. Solon, A. M. Reed, A. R. Kohl, H. S. Wade, S. L. Rairdon, H. A. Barnby, E. W. Feurst, L. S. Treen, T. K. Almroth.

Package Machinery Co.—401 and 403—Model F-9 machine in operation. Roger Putnam, George A. Mohlman.

Pilliod Cabinet Company—411—Fancy wooden boxes, lined and unlined. Cases of various types, such as used for manicure implements, etc. E. H. Bergen, T. J. Pilliod.

Pioneer Paper Stock Company—318—Shredded paper, paper moss and shredded transparent cellulose in various grades and colors for every type of packing. A. U. Claghorn, W. D. Jackson, W. F. Bromstedt, H. C. Pearson, M. M. Teller.

Rathborne, Hair & Ridgeway Company—315.

Richardson-Taylor-Globe Corp.—226.

W. C. Ritchie & Company—211.

F. B. Redington Company—416—Exhibit of packages or newly designed packages for which Redington machines have been built. Chas. L. Barr.

Riegel Paper Corporation—106—Special display featuring evolution of cake wrapping, showing various steps and changes in the wrapping of cake from the original unwrapped package to the modern cake. Thomas Donoghue, J. Cusack, W. F. Talbott and F. L. Triggs.

Thomas M. Royal & Company—408—Display of bags made entirely from transparent cellulose, bags made from transparent cellulose in combination with other papers, suitable for all types of products. Gordon H. Friend, D. E. McAllister and W. R. Kohl.

Theo. M. Schmidt Litho. Co.—202.

Sealright Co., Inc.—307—Sealright line of containers and bottle caps featuring printed containers. George Jansen and H. A. Allen.

Shellmar Products Co.—321—T. W. Koch.

Signode Steel Strapping Company—413 and 415—Various equipment made by the company for wire tying and steel strapping. J. S. Gorman, E. C. Hamm, E. C. Pagel, H. C. Lau, A. F. Pagel and B. H. Gregg.

Stokes & Smith Company—505—Complete line of containers and packages as filled and packaged on Stokes & Smith equipment. Also tight-wrapped packages as wrapped on the Stokes & Smith tight-wrapping machines. Samples of paper boxes produced by Stokes & Smith paper box machinery. C. E. Schaeffer, W. A. Albrecht, W. C. Trafton, D. E. Maxfield and L. G. Smith.

Sylvania Industrial Corporation—103 and 104—Exhibit of Sylphrap and moistureproof Sylphrap in rolls and sheets. Samples of packages wrapped in these products. H. H. Replogle and H. J. Minkus.

R. C. Taft Company—207—Samples of package and gift tying ribbons, as well as various packages on which these products have been used. R. C. Taft and Miss M. Johnson.

Triangle Package Machinery Company—311—Semi-automatic bag opener for handling fragile products, such as candies, nutmeats, etc., in transparent cellulose bags. H. L. Hansen and L. R. Muskat.

Union Bag & Paper Corporation—113—Samples of various types of printed bags of different materials covering a wide range of sizes adaptable for any type of product.

Union Steel Products Company—112—Display racks made by this company, floor racks and counter racks of all colors and designs made of sheet metal and wire. W. L. Harrison and D. H. Bitney.

Wilson & Bennett Mfg. Co.—325.

The program of conferences and clinics for each day of the exposition is as follows:

MONDAY, MARCH 7

10:00 to 11:00 A. M. "Packages from the Consumer Point of View;" Katherine Fisher, director, Good Housekeeping Institute, International Magazine Co., New York City.

11:00 to 12:00 A. M. "What Is an Effective Package?" Ben Nash, Ben Nash Products Developing Co., New York City.

2:30 to 4:30 P. M. Package Clinic; Irwin D. Wolf, secretary, Kaufmann Department Stores, Inc., Pittsburgh, Pa.

TUESDAY, MARCH 8

10:00 to 11:00 A. M. "Color and Design in Packaging;" Arthur S. Allen, color engineer, New York City.

11:00 to 12:00 A. M. "Survey of 1000 Packages;" Wroe Alderson and B. B. Aiken, merchandising research department, Bureau of Foreign and Domestic Commerce, Washington, D. C. (This paper will cover the results of a survey of 1000 packages in drug stores in St. Louis during 1931.)

2:30 to 4:30 P. M. Package Clinic.

WEDNESDAY, MARCH 9

Morning and afternoon sessions devoted to consumer marketing conferences, "The Machine Age and Its Relation to Marketing."

6:00 P. M. Dinner. "The Machine Age and Consumer Marketing;" Irwin D. Wolf. Announcement of award and honorary awards, Irwin D. Wolf Package Competition.

THURSDAY, MARCH 10

10:00 to 11:00 A. M. "Unit Packing;" C. E. Allen, commercial vice-president, Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa.

11:00 to 12:00 A. M. "Manufacturing Problems Connected with Packaging;" Francis Chilson, consulting production engineer, New York City.

2:30 to 3:30 P. M. "What Are the Minimum Requirements of Containers?" C. A. Plaskett, in charge of container investigations, Forest Products Laboratory, U. S. Department of Agriculture, Madison, Wis.

3:30 to 4:30 P. M. "New Transportation Developments and Their Effect on Packing and Shipping;" Lewis Sorrell, professor of transportation, University of Chicago.

FRIDAY, MARCH 11

Morning and afternoon sessions devoted to "Job Order Production Conference on Long Range Planning for Production Management."

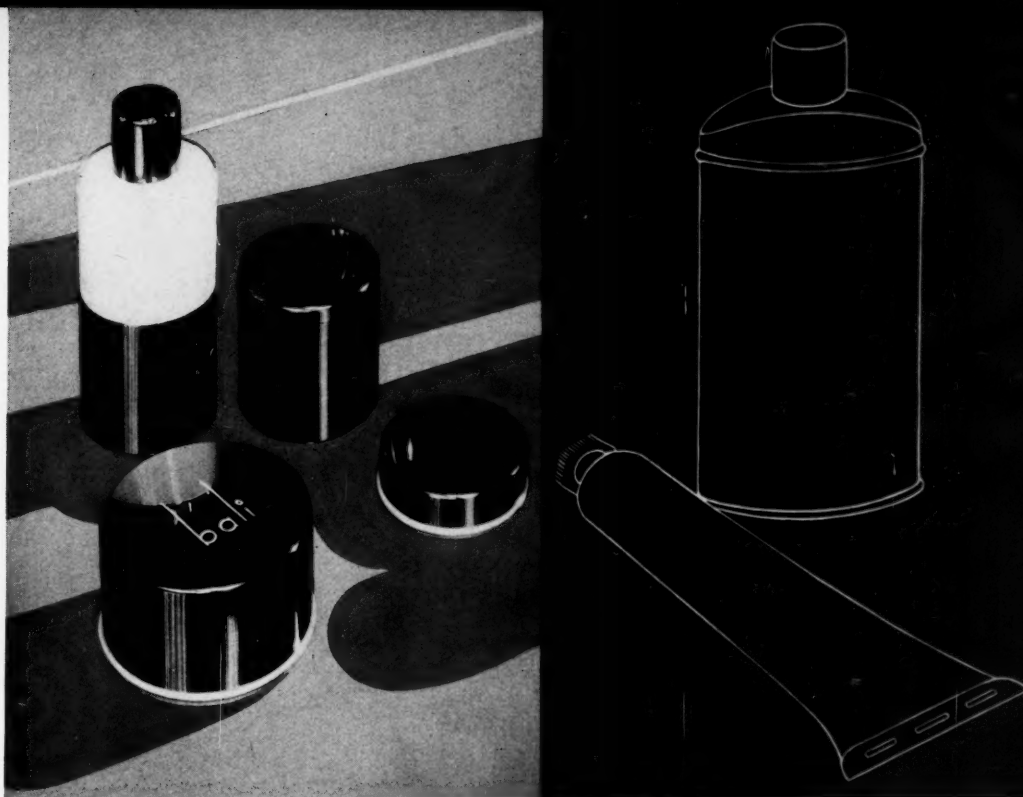
SATURDAY, MARCH 12

10:00 to 11:00 A. M. "Packing and Shipping Economics."

11:00 to 12:00 A. M. "Research in the Development of Shipping Containers."

Luncheon and afternoon sessions: "The Essentials of Profitable Packaging"—a review and summary of the conference, clinic and exposition.

Shown at the left are reproductions of actual containers of extruded aluminum treated by the "Alumilite" process. The outline drawings at the right suggest additions for the complete "styling" of a line of toiletries.



Modern Packages on Dress Parade

MODERN ARTISTRY, with its crisp color, bold lines and streamline design, has become a definite part of everybody's life. Evidence is everywhere—in the sleek greyhounds of the road at the motor show, in the newer locomotives and rail coaches, the skyscrapers as well as the homes—in a thousand other familiar places. The packaging industry has felt the change along with all others. Gone are yesterday's bulky boxes and cumbersome cans. Today's containers are built to fit the product—custom tailored to suit its requirements in beauty and utility.

The customer of today buys on reputation and sight. If Mr. Bill Smith's favorite Super-X brand toothpaste comes in a black and silver tube, Mr. Bill will look for that same black and silver color scheme when he buys his shaving cream and face talc. And if Mr. Smith is a good talker, the probabilities are that Mrs. Smith will be black and silver color scheme conscious the next time she visits the salon of Pierre, the charm expert.

Manufacturers have capitalized on this similarity complex by styling their goods to a line, or in other words, by using containers that carry the same general motif, for all of their products. It is not so simple as it sounds, however, for a material that holds beauty creams in a creditable manner may be entirely out of place as a holder for a delicate perfume. Or, a container which approaches perfection as a talcum shaker may be totally lacking as a suitable receptacle for skin lotion.

Obviously the answer lies in a material that is so

versatile it may be obtained in any form necessary to meet any specific requirement. Although a number of materials have been developed which approach this ideal, aluminum is the only one, at present, which is available in sufficient forms to make this possible.

This metal is no stranger to the up-to-the-minute packager. He is already familiar with aluminum collapsible tubes which have, for many years, carried all manner of beauty creams, dentifrices and other related products. This same metal is now available in the form of large sized containers, finished in vivid colors, and possessing a number of additional characteristics which make them particularly well adapted to the needs of packagers.

The new aluminum containers come in a wide variety of sizes and shapes, and are designed to hold all manner of creams, powders, lotions, and other similar products. They are made by the process of extrusion, in much the same manner as is the light, strong aluminum tubing which goes into the construction of our modern airplanes. The walls of the cans are purposely made stiff, and the entire can is made rigid enough to guard its contents against possible damage due to accidental dropping or other mishandling.

The extreme lightness of the aluminum gives this type of container another interesting advantage. To the manufacturer it means decreased freight charges; to the traveler, a lightened Gladstone or overnight bag.

The new containers may be obtained also in a wide assortment of shades, making it (Please turn to page 106)

Right: Making use of plain carton stock covered with embossed metal foil as a flower pot is another recent innovation in the packaging industry. This is a five and ten cent chain store item containing one of a variety of plants with sufficient soil for its growth. Instructions for its care appear on a label pasted on the bottom. The silver foil covers the entire triangular holder with an opening in the top for the shoot to come through.

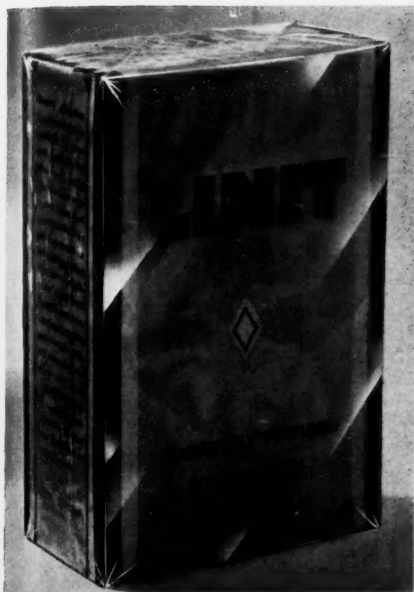


Right: DeLuxe Waxtex from the Menasha Products Company, Menasha, Wis., glorifies the waxed paper roll. It is attractively printed in three colors, carrying the same decorative motif and colors as appear on the container. This styling of an ordinary household item undoubtedly will increase its distributive outlets and will fit in with all modern styled kitchens and pantries.



Below: The "Handipak" cigarette and match container conveniently holds any standard package of cigarettes with the matches attached to the front of case. Made of plain carton board, it permits the use of advertising messages on all sides in black and white or color. This is a product of the Seven Ad Matchpak Advertising Co., Winfield, L. I.



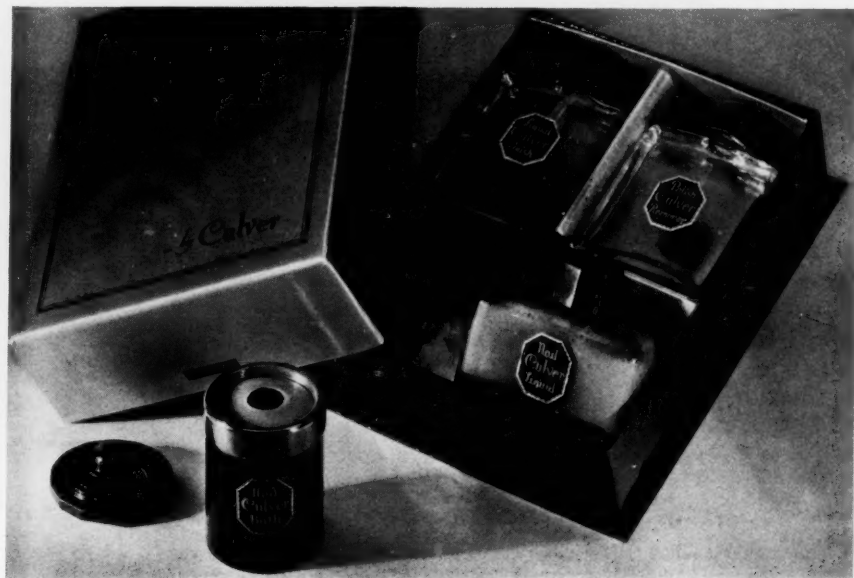


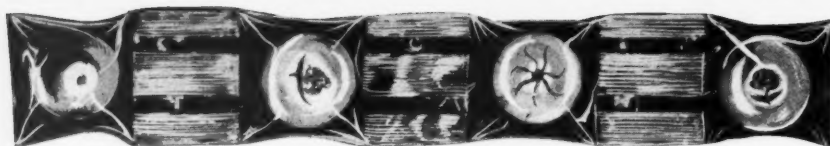
Left: Two tones of green and black is the color scheme of the attractive new package for Linit. This is in addition to the regular laundry package and was designed exclusively for toiletry use. In color and design it is delicate and simple, particularly appropriate for its feminine market and fitting in with bathroom accessories. Covered with transparent cellulose and with all unnecessary lettering eliminated from the face of the package, it has unlimited display value.



Left: One of the latest food products packed in glass, a product of the Waples Platter Grocer Co., Fort Worth, Texas. The new White Swan package permits of efficient re-sealing to retain the flavor and aroma of the product. It was specially designed by Owens-Illinois to stack on grocers' shelves and is fitted with a two-piece vacuum cap. As a re-use feature the finish is adapted to the standard Mason jar cap.

Below: The unusual feature of the new manicure ensemble by Culver Laboratories, Phila., is the Culver Nail Bath, molded of black phenol resinoid and shown in the foreground. This is filled with nail liquid and the user inserts the finger in the hole in the soft rubber top. To reduce the weight the container is molded of special alkali-resisting phenol resinoid. Photo courtesy of Durez.





Candy—Buy the Yard

By D. E. A. Charlton

ACCORDING to Department of Commerce figures, the annual per capita consumption of confectionery in the United States during 1930 was 12.59 lbs., and is valued at \$2.59 (manufacturers' net sale prices). Most of us ordinarily think of candy in terms of pounds, pieces or small-sized packages which contain less than a pound. If one is given to the conversion of figures into terms other than those specified, a question might be asked, "What is the annual consumption, in yards, of candy?" And such a question would not be absurd, for today candy by the yard is offered to the public and in this form presents convenience, cleanliness, attractiveness and excellent sales appeal.

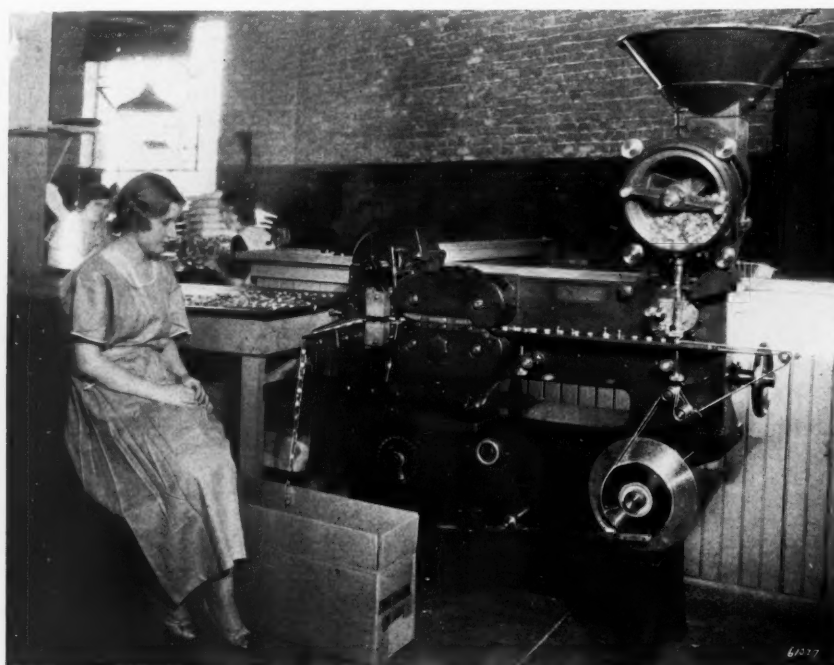
This latest step in candy packaging—for it is exactly that—is accomplished by a machine which packs hard candies hermetically in heat-sealed, air-tight pockets in a strip of moistureproof transparent cellulose tape. The tablets are so packed and arranged that one or more candies can be removed separately from the tape without affecting the form or shape of the package or disturbing the remaining candies in the strip.

As to the advantages of this type of package for hard candy, one need but contrast these strips with the usual strings of confectionery that are draped on a Christmas tree. They are sparkling, decorative, protected from dust and dirt; all of the freshness and purity of the candies are preserved. Carried in the pocket, the wrapper gives mute evidence of the quality of the candy; its convenient form permits the removal of one candy at a time and the remainder are kept fresh and clean.

The method of packaging—known as Sanitape¹—is not new, for it has been extensively used in the packing of medicinal tablets in paraffine paper, but in the application described the wrapper used is a moistureproof transparent cellulose² which has heat-sealing properties. No adhesives or solvents are required in effecting the seal. As shown in the accompanying illustration, the tablets are fed at regular intervals from a hopper so that they drop on a moving strip of the transparent cellulose and are carried in position to the (Please turn to page 106)

¹ Ivers-Lee Company, Newark, N. J.

² Sylvania Industrial Corporation, New York City



Above: The finished appearance of the package and product after the candies are packed and hermetically sealed in air-tight pockets in the moistureproof transparent cellulose

Right: The automatic machine which performs all the operations in the packing and sealing of hard candies in this type package

Gift Packages That SELL Bed Coverings

By Charles G. Muller



WHEN Wamsutta Mills advertised in holiday issues of magazines that its boxed sets of sheets and pillow cases were "perfectly matched with the newest styles and shades of North Star Blankets," this company was carrying right down to the consumer some of the merchandising ideas which manufacturers of bed coverings more and more are putting behind their goods. For gift packages in this field today are giving evidence of a good deal of first class promotional effort.

To trade and consumer both, gift packages of sheets and pillow cases, blankets and bedspreads are being strongly merchandised not only for Christmas but for trousseaux, bridge prizes, and summer cottage consumption as well. Some examples of the way in which manufacturers are carrying on such promotional effort will show how gift package sales of other types of merchandise might be effectively stimulated.

Cannon Mills last fall brought out a new sheet named Cavalier. In order to have a package (1) suitable to the name of the new merchandise, (2) to serve as a Christmas container, and (3) to be suitable for all-year-round gift suggestion, this company designed a container of heavy cardboard with the Cavalier and Lady on its cover setting the style note and tying in with the name of the new sheet. The container, fitted with small ring handles to open the box and display Cavalier sheets, also was a double-service package in that the consumer later could use it to hold soap, needles and thread, and other small knickknacks useful to the housewife.

Instead of merely distributing this new package in time for the holiday trade, the company introduced the new sheet in its new box at the Fall Style Show. Presenting the package not only as a fitting box for the new sheet but as a package whose attractiveness could be a means of increasing revenue in a store's sheet department, the company found for it a very satisfactory reception as well as satisfactory Christmas sales.

Introduction at the time of the Style Show also enabled the company to present the gift box to individual stores not merely as a holiday item but also as a container so attractive that stores could use it after the holidays to stimulate business during the spring wedding season and summer vacation period when cottage equipment has its highest sales.

The Pepperell Manufacturing Company, which for several years has been merchandising Pepperell and Lady Pepperell sheets and pillow cases in gift packages, also kept its trade aware that gift containers, while having their greatest distribution during the Christmas holidays can be sold in other seasons as well. With plain transparent cellulose wrapped packages, with backgammon and backgammon checkerboard boxes, with a cedar chest, with simple but colorful cardboard containers and with its Boudoir Box, this company steadily has been building up all-year-round business for packaged bedding. In six-page broadsides, illustrating the many gift containers and listing the variety of combinations in which these packages may be obtained for Christ-

mas and other gift periods, the Pepperell company this season merchandised packaged sheets and pillow cases.

Realizing that the holiday period is an appropriate time to interest dealers in effective display of gift packages, Bliss Fabyan & Company in December advertising began to promote Bates bedspreads to its trade. "Swim with the tide—not against it!" said a headline which opened the theme of featuring gifts of utility, a spread on a bed being illustrated along with a Christmas package.

The display possibilities of this Christmas package were played up in a mailing folder which offered the trade "bedspread displays that create Christmas business." This mailing piece was, in effect, a portfolio of window displays featuring the new box and designed to capitalize the Christmas gift appeal of Bates bedspreads in these packages. Inside, the portfolio told the story to the dealer along lines touched on in trade advertising. Copy said that "merchandise which is both lovely and useful is the perfect Christmas gift suggestion for a year of re-adjustment. Attractively displayed, merchandise of this type will prove itself in terms of profit and volume."

A pocket on the inside cover of this folder held seven photographs, to guide the dealer in making attractive displays. Each of these photographs pictured a window dressed with spreads, and each featured the holiday box. This box, the regular Bates container which recently attracted so much attention, had been given a special

holiday band of a simple, luxurious-appearing design.

In blue and silver, with blue stars and "Christmas Greetings" in red, surrounding a Christmas tree of modernistic design, the band was placed on all merchandise known at the mill to be intended for Christmas distribution. In addition, the company supplied the holiday bands to distributors for all stock in hand. Thus the regular container was quickly and effectively changed by an inexpensive band into a holiday package which could be featured in the dealer's window.

To make the photographic illustrations of window displays most helpful, there was included in the portfolio a small folder giving descriptive details of each display. Number 1, for example: "A semi-modern display, easily installed. Merely requires seven box-like columns, etc." From these exact descriptions, the store's window man could set up his windows exactly as each display was pictured.

Bliss Fabyan found that such merchandising of their regular box as a gift package was unusually effective. For whereas trade reaction to merchandising suggestions often is negative, distributors and retailers reacted most favorably to this plan for extensive use of gift packages. The company found that its ideas in addition to windows were carried on inside the store and that, particularly on low stock counters behind regular counters, dealers made extensive use of the banded package for interior store display.

This was the company's first attempt at Christmas bedspread dressing. And dressing its regular package in holiday garb instead of putting out a special container intended exclusively for Christmas had the advantage, provided dealers did not take to the holiday idea, of putting the packages in regular stock and selling them during the new year. That the trade did use the Bates gift dressing so extensively in all parts of the



On the first page of this article is illustrated the regular Bates package for bedspreads which served also as a Christmas package by the use of a special holiday band. At the left is shown the Pepperell Boudoir Box which helped to build up all-year-round gift business for bed coverings. And on the opposite page is illustrated the Cannon Cavalier package which also is suitable as an all-year-round gift container as well as a holiday box.

store was due, the company believes, to the fact that the package itself was good and the band, which gave it a full Christmas effect, made for excellent display ideas. Very important, these ideas were aggressively distributed in such simplified form that any dealer could use them.

This same experience of thorough promotion was borne out by Parker, Wilder & Company with Pequot sheets and pillow cases. Here again were gift packages so effectively merchandised that dealers found it easy to take advantage of the product's inherent selling possibilities.

A very interesting portfolio was made up for the trade. Stiff cardboard covers showed, on their inside, actual samples of sheetings in seven pastel shades with full information regarding sizes and prices of boxed sets of sheets and pillow cases. A list of free dealer helps also was included on these pages, such as: (1) A quantity of sample mailing cards with store name and address imprinted; (2) a series of mats for circular or newspaper advertising, and (3) display cards and signs in color for counter, window or ledge. Then, inserted between these stiff board covers was a very colorful four-page folder that told the story of Pequot's Beauty Box and three other gift sets.

Against a background of color, the first page illustrated the Beauty Box as the "radiant leader of the Pequot Parade." This was a dressing table case covered with highly polished, stainless metal with an attractive picture under the glass in its cover. Inside the cover was a sizable mirror. Packed in a heavy corrugated shipping container, and with a moderate charge made for this elaborate gift package, the Beauty Box held one sheet and two pillow cases or two sheets and two cases.

Two inside pages of the colorful folder then told the trade four reasons why the gift sets—Show Box of cardboard, Boudoir Box of cardboard, Cedar Chest of wood, and the new Beauty Box—were certain to sell. First among these reasons was the immediate appeal which the packages made to shopping eyes.

On the back page of the insert, the company showed a woman leaving the store with a gift set under her arm, and copy listed two additional reasons for predicting good sales for the holiday containers: (1) the strong sales and advertising effort put behind the merchandise, and (2) other Pequot gift sets having brought in many dollars these were improvements and advances on seasoned successes.

To make this very effective portfolio on gift sets even more effective, the company included two additional

folders in a flap on the inside back cover. One illustrated the mats supplied free for local newspaper advertising; the second, a broadside picturing the new Beauty Box against a Christmas background, was captioned: "Ideas." On being unfolded once, this broadside showed the free display material which would be provided to help holiday selling of all the Pequot gift packages. These helps included posters in full colors featuring the gift sets, full-color posters featuring December sheet advertising, and price cards for the individual sets, each naming a different gift container and explaining its reuse value to the consumer.

Completely opened, the broadside contained photographic illustrations of model window displays and of model counter set-ups. For these the only needed materials were listed as "Pequot gift boxes, free display helps, and standard Christmas decorations." A few words of explanation on the window display described how simply it might be set up.

Three effective groupings offering real sales ideas were included in the counter display helps each presenting different values and different type packages.

Thus the manufacturer, having designed his gift package, proceeded to work out merchandising ideas. From his promotion to the trade and to the consumer, right down to explicit details of window and counter displays, he provided ideas, backgrounds and even price cards



that held forceful and pungent selling copy for his gift sets.

Such thorough merchandising has an effect that will be felt long after the holiday season. Such ideas will be used again with most gift packages during other seasons. Christmas is not the only season in which to sell gift containers, and good merchandising ideas behind gift packages will open many other profitable seasons.

Editorially Speaking — —

Talking About Ourselves

With this issue of MODERN PACKAGING we welcome those attending the Second Packaging Conference and Exposition. From what we learn, up to the present writing, the stage is set for a goodly attendance and there seems to be no lack of interest in the opportunity that is offered to obtain a first hand view of the package in the making and at work. The list of exhibitors includes a substantial proportion of those who constitute the supply branch of the industry; it is to be hoped that the papers and clinics included in the conference program may be provocative of constructive discussion.

To many of our readers, conventions are an old story, and there is the element of sameness about them. But, particularly this year and in view of the importance which is attached to packaging and its place in present-day merchandising, we believe there will be a closer observance of convention activities and a greater attempt to participate in the benefits offered by the exhibits and conference sessions. Then, too, there is the added incentive, to those attending, in the opportunity to make new friendships, for the packaging industry, *per se*, is still a new industry and is adding constantly to those who form its personnel. Our February issue is planned to greet those who attend; the March number will carry the news of what transpired.

In preparing this issue we had a vast amount of material from which to choose. So much so, in fact, that it has been necessary to hold over some of the features which have appeared regularly—even though we have included a greater number of pages in the editorial section of the book. For instance, Martin Ullman presents the "All-America Twelve" in place of his usual "Ideas" although—as they say on the radio—he'll be back on (with) the air next month.

Honey now packaged in collapsible tubes—specially treated aluminum containers—a new application of an old idea in the packaging of hard candies—are among the novel features in this number. Then you'll find a wide selection of illustrations and descriptions of packages which have made recent appearance and which involve the use of almost every material known in the packaging field. The issue presents a sizable "meal," we think, for those who are package minded. It also makes us realize the responsibility which we have in our job of servicing the packaging industry.

From the present outlook there is every evidence that producers of merchandise are only beginning to appre-

ciate the needs of the public in terms of packages. To supply these needs requires consistent, conscientious and constructive effort on the part of all who have to do with the distribution of information regarding packages and packaging (we include ourselves in this group), the continuing development of methods, equipment and materials for making and assembling packages, and a constant improvement in structural and decorative design. The packaging field and its consuming public will not accept less.

We'll Say So

"Business papers are really packages of information, in which editorial material is combined with advertising to make the complete service tied up in this special form." So states an editorial in the February issue of *Class & Industrial Marketing*. Continuing: "It is worth thinking of the job of the publisher in this way, in order to relate advertising to the reader from the standpoint of his primary interest in the publication as a source of business information. Looked at from this standpoint, it is evident that advertising, as information, may be just as important to many readers as editorial material. The latter should stimulate interest and arouse a desire to dig into new ideas and methods, but certainly the advertising should supply information about the specific products which are related to the development of both."

We have always pointed out that a package is an assembly of items—container, label, closure, insert, etc.—so that if the business paper is to be compared to a package, it must likewise form a complete assembly—a complete service. And each item of that assembly must render an account—in service—of itself. Therefore, if we interpret the true functions of the business paper we cannot consider that any one part of it is sufficient. It must service as an assembly of information and be the package in its entirety.

We have not thought before of referring to MODERN PACKAGING as a "package for packagers," but if there is anything to the analogy cited above we feel that we can justly term it as such.

H. A. Gherhart.



Direct-Sale Products Adopt Modern Dress

By Ann Di Pace

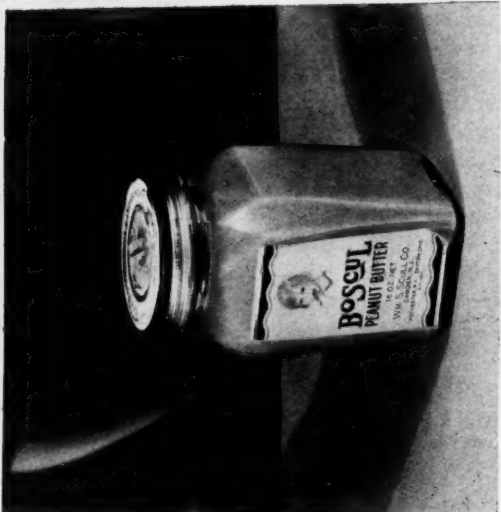
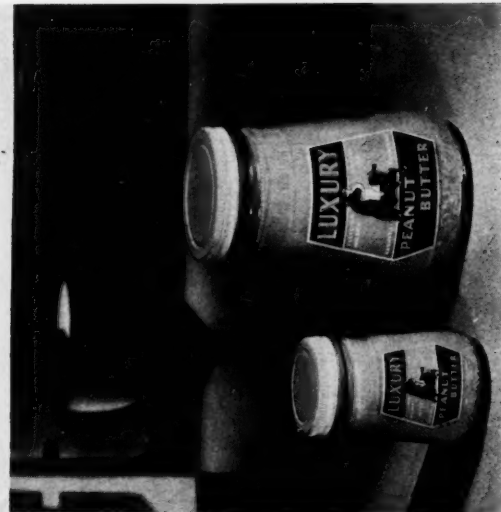
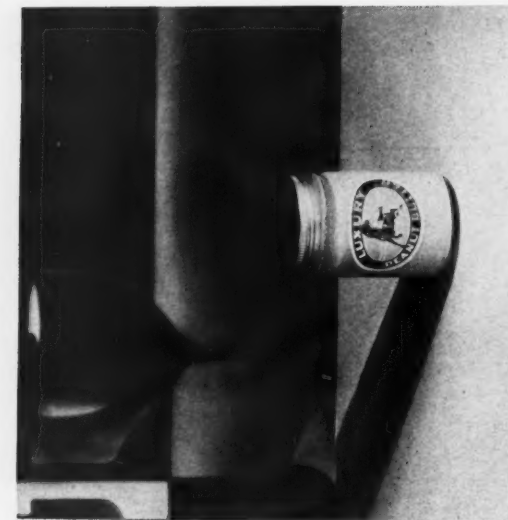
THE house-to-house product has jumped on the band wagon in the race for consumer attention and increased sales. It was either a question of joining the already large force of manufacturers who have discovered the sure way through package redesign or facing almost certain extinction in industry. Proximity to large centers due to modern vehicles, the expansion in advertising programs and media, plus the allure of the modern package as displayed on retail counters, was a competitive combination difficult to buck. The only answer was to give consumers of direct-selling products, packaged commodities as beautiful, convenient and as useful as could be obtained in any up-to-the-minute retail establishment.

The Zanol Products Company, Cincinnati, Ohio, formerly the American Products Company, manufacturer of over two hundred products for cosmetic, pharmaceutical, male toiletry and food consumption, sold direct to the consumer through agents, has, through the revamping of product dress, accomplished one of the largest jobs of package redesign ever recorded. Coincidentally, it placed its products on a competitive par with nationally known, over-the-counter brands. Up to the present time, however, only the products in the toilet goods division have gone modern.

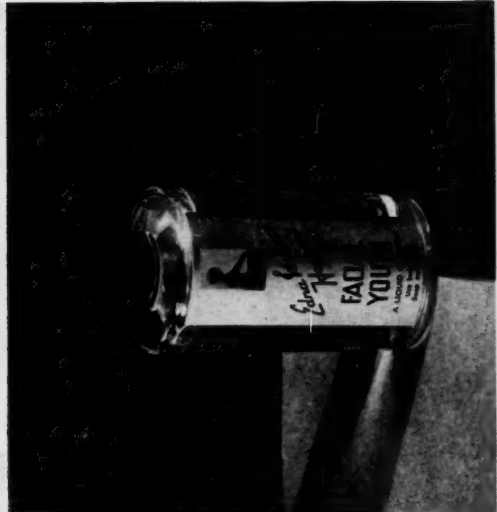
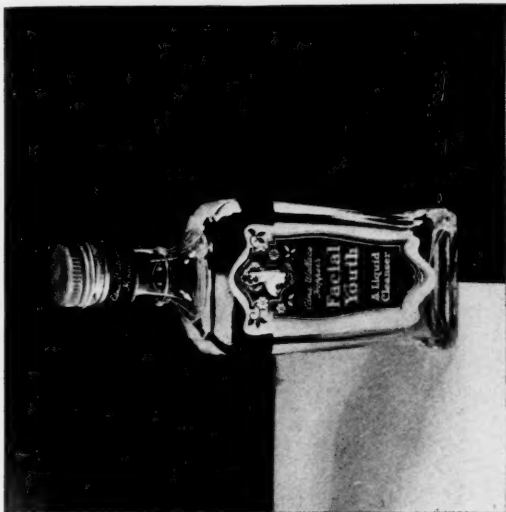
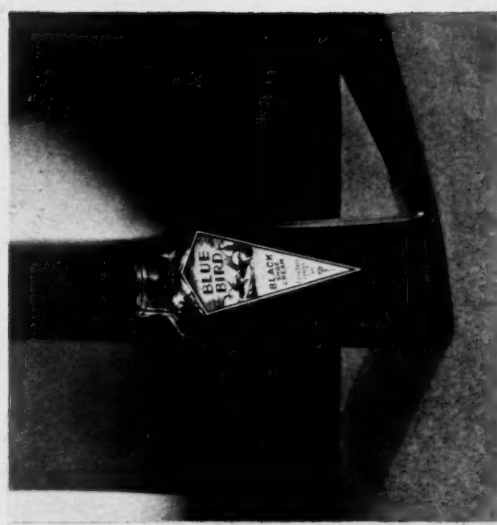
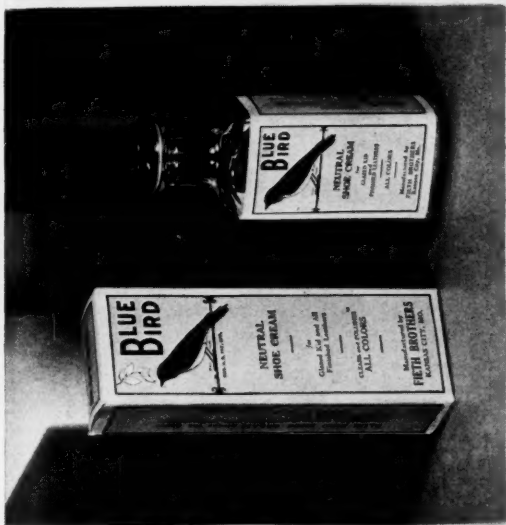
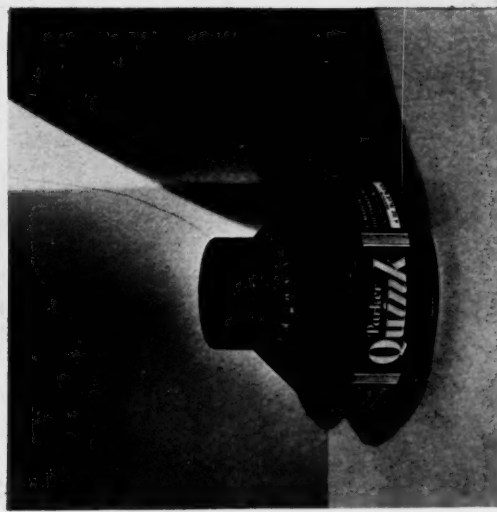
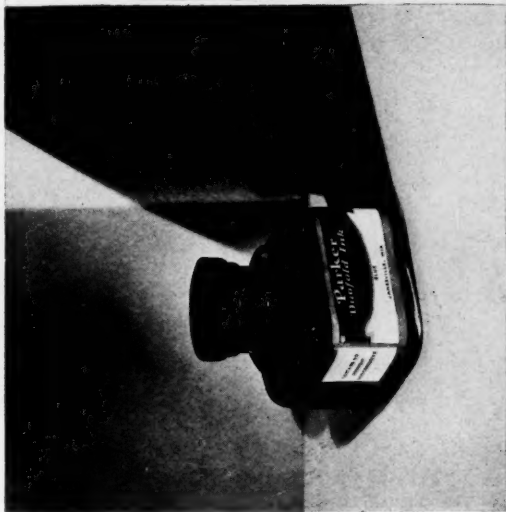
Three different lines, complete in every respect, constitute the preparations for women. Included also in the redesign program was a toiletry line for men as well as a complete kit for infant hygiene.

Foremost and outstanding among the Zanol productions is the Faith Avery line of cosmetic preparations. Several of the products are shown in the illustration above. Harmonization in this as well as the other lines was the keynote in the redesign program. The Faith Avery line employs tones of yellow-brown with the label design conforming (*Please turn to page 106*)





Showing the advantages in improving the design of a label, closure or container, above are illustrated three examples of packaged food products. In the upper row are shown the old packages; below the new. There is no question that the new packages have increased display value. Photo courtesy Owens-Illinois Glass Company.



Three more examples of redesigned packages, each a different type product in the proprietary group. The former packages are shown in the upper row. The appeal of the attractive with its sales building feature is instantly evident in the new packages shown below. Photos courtesy Owens-Illinois Glass Company.

Comparing Old and New In Design

ONE of the most powerful weapons with which to attract the roving eye of the consumer public is a visual contact with the manufacturer's aims. The message of a new product dress solely for their convenience and comfort strikes home, but not quite so strongly as when the actual fact is placed before them. Contrast makes an ineradicable impression and when in package redesign the old is contrasted with the new, it is particularly effective. It gives the prospective purchaser an instantaneous picture of the advantages obtained by possession of the new package.

In the illustration shown below at the left, the display card,* through the application of fundamental principles in design and color, increases the advertising value of the new package of Drisox simply through the age-old element of contrast. Displayed alone, the graceful lines of the new bottle, the modern design, color scheme and materials used would create sufficient

attention. But its improvement and obvious desirability over the former package are heightened by actual and visible contrast with the latter. In one instant, the full force of the improved package favorably reacts on the prospective purchaser.

The display card is smartly carried out in black and silver with cut-out platforms and backs to carry the actual samples of the product. The effectiveness of the entire display rests on its simple design which permits nothing more nor less than first-hand comparison of the packaged product. The card is entirely made of cardboard with the platforms hinged on.

The illustration at the lower right of the page is another display card* which, designed to tie up with the new Drisox package, retains the background color of the label and carton, a dark blue, and the trade mark illustration. This card admirably serves its purpose of re-familiarizing the public with the functions of the product and as a companion piece to the "old and new" display.

* Designing, lithographing and manufacture—Einson-Freeman Co., Inc.



Hats and Honey

By N. M. Collins

MOST OF US have seen or heard what a new hat will do for a woman. . . .literally lifts her out of a depression. Industry is not unlike a woman. . . .it reacts favorably to a "new hat." Two instances of such reaction in the past two years are Bon Ami, which donned a new dress and found itself accepted by the best bathrooms as well as spotless kitchens; Philco, which made its appearance in the Baby Grand and entered thousands of homes in the face of a radio slump.

A more recent instance of the effect of a "new hat" on a good product is that of honey, an age-old sweet, which had a very important place in the diet of the ancients. As to its antiquity and excellent properties, in Exodus III:17, we read of "the land flowing with milk and honey;" in Isaiah VII:15, ". . . .honey shall he eat that he may know to refuse the evil, and choose the good." Honey was the only available source of sugar and was used in all sorts of delectable combinations, such as the honey-wine-water the Romans called mulsum; the Arabian honey-cream-butter served with or without bread; the clarre' piment of Chaucer's time, wine with honey and spices.

Since the advent of cane and beet sugar and the era of convenience-package products, however, the consumption of honey has fallen off. It has lost none of its old-time flavor; why, then, has honey exchanged places with sugar? This question, A. H. Wirz, Inc., of Chester, Pennsylvania, put to themselves. After much consideration, it was decided that part of honey's loss of prestige was due to the growing fastidiousness of a modern world which demands convenience in use. The Wirz company conceived the idea of making honey "go modern." They experimented for a long period in their laboratory with problems of keeping qualities, sealed-in flavors, marketable sizes, attractiveness, convenience, and at last developed a container, a handsome collapsible metal tube shown in the illustration at the right and packed by John F. Hawkins, Chester, Pa., which eliminated all the stickiness, all the fuss and muss that serving honey entailed.

Today, the smart hostess serves honey in a clean, sanitary, easy-dispensing tube which contains eight ounces at a cost of twenty-five cents; the up-to-profit druggist and candy shop find the two-ounce tube of honey at ten cents popular with the customers, and a new source of revenue; the alert restaurateur and hotel manager cut serving expenses and please customers with the attractive one-ounce honey tube. A "new hat" has lifted honey out of the depths.

The honey crop in the United States is worth approxi-



The new 2-ounce and 8-ounce honey tube

mately \$75,000,000 and \$3,000,000 a year, beeswax. The consumption per capita is far below that of foreign countries, as shown in the following statistics:

Germany—35 lbs. per capita
England—27 lbs. per capita
Italy—11 lbs. per capita
United States—1.66 lbs. per capita

The arrival of the new honey tube on the market at this time is auspicious. It will undoubtedly increase the honey consumption in America, stimulation of which is needed to counteract the decline in the exportation of honey, which, in 1930 alone, amounted to 6,500,000 pounds, due largely to the increased German tariff.

The Wirz honey tube is a striking example of how new avenues may be developed for manufacturers who are looking for a new container. The small one-ounce tube offers a cheap and efficient method of sampling certain types of products. Especially for the manufacturers of soft foods, syrups, condiments and the like, it has tremendous possibilities.

Congress Offers a New Compromise in Package Design Protection

By Waldon Fawcett

The fate of the Vestal Bill in the hands of the 71st Congress is well known to most of our readers. With assurances that it is to be again presented for consideration in forthcoming sessions, this review of pertinent facts relating thereto will be of interest and merits serious thought from individuals and companies affected by the proposed measure.

Thus early, the year 1932 has left on the doorstep of the packaging community and the container industries a wholly new problem. Or, at least, a new angle of an old problem. The fresh issue precipitates two questions. Perhaps the interrogation might be better described as a question within a question. First, does the business world really covet, for its package forms and package dress, legal protection under special Federal law? Second, if such protection is desired, is the trade content to accept a double standard of design protection? Congress is waiting for an answer. More than that, Congress is actually trying to coax a reply to the basic question by varying the subriddle.

The broad question of invoking better protection—cheaper, simpler and more elastic—for original designs in industry has been before Congress off and on for twenty years or more. Dissatisfaction with the high fees, the red tape and the time losses of the design patent system has, seemingly, been mounting steadily. At least, each successive year has found more trade associations (including not a few in the package field) enrolling in the movement to persuade Congress to replace design patent with a new and modified institution to be known as design registration or design copyright. But, with all the agitation, the container industries have never all made common cause, never mobilized in any inter-industrial organization in furtherance of the cause.

At Washington, where committees of successive Con-

gresses have wrestled with the problem of devising more satisfactory protection for ornamental designs embodied in or applied to articles of manufacture, there has never been, until recently, any doubt of the attitude of the packaging group. Congressmen in command have assumed that there was unanimous subscription to the petition for the relief of packagers, because it was represented to them by the leaders of the lobby that packages were actually discriminated against in the existing design patent system. It was related, in a way to move to pity, that the primary demand of design patent—the requirement that the subject of a design patent must be a bona fide “invention”—is deadly discriminatory against packages which, for all their freshness in arrangement, novelty and artistry, are the fruits of original authorship rather than of simon-pure invention. In that light, plainly, packagingdom had a grievance.

Only so recently as a matter of months has doubt crept into the Congressional mind regarding its longstanding appraisal of sentiment in the package community. The first apparent evidence that the container clan was not a unit on the issue of design protection came, early in 1931, in the course of hearings before the patent committees of Congress on the Vestal Bill—the design copyright bill which passed the last House of Representatives but was caught in the filibuster which deadlocked legislation in the closing days of the Senate session. Had design legislation been accomplished at the last session, the eleventh-hour objection on the part of a glass container interest would have been set down as the lone protest of an isolated kicker. And would have been promptly forgotten, at least, until the new law had been given a trial.

The necessity to begin all over again, in a new Congress, under new committee chairmen, the crusade for design protection has allowed pause to the engineers of the movement and impelled more serious consideration of the spirit of rebellion. Notoriously, it is the policy in Congress, when special legislation of any kind is in-

CINATI VACUUM **FILLING MACHINE**



Another one of the complete line of Kiefer improved machines for the filling of liquid and semi-liquid products.

Shampoo or shoe polish—perfume or French dressing—medicine or lubricating oil—it makes no difference to the Cinati Vacuum Filling Machine what the product is. All are bottled neatly, accurately, rapidly—at the total labor cost of one inexperienced operator.

The "Cinati" handles a variety of sizes of bottles as easily as one size. Cleverly designed, its simple, practical construction makes it quickly adjustable.

The bottles go right straight through the machine without the bother and additional operating expense of handling in trays. Direct discharge of bottles upon conveyor, if desired.

Compact. Entirely self-contained, complete with vacuum plant and motor. Floor space $2\frac{1}{2} \times 4\frac{1}{2}$ feet. Write for Catalog.

THE KARL KIEFER MACHINE CO.
CINCINNATI, OHIO

volved, to seek to reconcile the differences of the various groups or elements affected by the legislation and to attempt to bring about, if not active cooperation, at least tacit agreement. Thus, the average attempt to aid business results in a compromise measure. Let us see how this spirit of accommodation has operated in the present instance.

With a long recess in which to think things over, Congressmen, keen to put through a design bill, came to the conclusion that if there was menacing opposition in any quarter, which showed no signs of a possibility of reconciliation, the simple solution was to leave the unwilling group or industry outside the new institution. A few years ago such a solution might not have been dreamed of. Design registration was then regarded as an all-embracing entity. Indeed, one of the main justifications for the proposed new law was to provide blanket shelter that would take in all classes of ornamental designs in industry, including not only package designs but advertising designs as well. The new "escape," alike to the incentive for its use, was the fruit of developments in the closing weeks of the last Congress.

"Design Copyright, Limited" appeared, as our readers may remember, at the close of the 71st Congress. The House had passed a straight bill, universally applicable. But opposition, less articulate on the House side, appeared in force during the hearing in the Senate Patent Committee preliminary to the reporting of the bill. Chilled by the spectacle of the forces of business lined up in two camps on the issue of design protection, the always cautious Senatorial mind conceived the idea of a piece-meal system of design copyright. The bill would be applicable only to some five or six general classes of merchandise—commodities the manufacturers of which were unreservedly in favor of the new institution. The logic was that this "limited" version of design copyright would allow a try-out of the institution and that later the hold-outs could be admitted if they so desired.

The ingenious compromise failed in the end but the formula stuck in the minds of members of both houses of Congress as a possible means of satisfying all hands. When it came time to prepare for a renewal of the drive in the 72nd Congress, the strategists in the House adopted the conciliatory recipe, but they employed a version opposite to that essayed by the Senate. Instead of plotting a Design Copyright Act applicable to the groups enthusiastically sold on the idea and excluding all others, the House expedient was to continue with a blanket bill but to specifically exclude the design-using industries that do not want and actually object to the proposed new machinery planned to abolish design piracy.

Behold the new model, with its direct contact with packagedom, in the latest edition of the Vestal Bill, known officially as H. R. 138 (1st Session 72nd Congress). This bill follows very closely, in the main, the previous draft; but tacked to Paragraph "b" of Section 1

is the added joker which reads "Provided, however, that this Act shall not apply to or include designs for automobiles and for containers made of glassware and the like." It may be explained that spokesmen for the motor car industry as well as a volunteer from the glass container industry appeared late last season with the plea to Congress that design copyright would prove more of a hindrance than a help and was not wanted.

It will be observed from this that the Congressional managers of the design protective campaign are showing no disposition to try to reconcile the views of opposing groups, if such exist, within the packaging field. Evidently there is no plan for a canvass to determine the state of sentiment on this issue within the package sphere. Some critics may say that this smacks of snap judgment. But it is quite in line with the prevalent disposition in Congress. When extended public hearings are conducted and every advocate or opponent of proposed legislative action is given full opportunity to express his convictions, committees are wont to assume that they are under no obligation to undertake further first-hand investigation on their own initiative. Instead, the Congressmen are prone to proceed on the evidence in hand. And the package users and container manufacturers, for all their "resolving" in conventions assembled, have had few spokesmen at Washington in advocacy of either design copyright or its alternative—amendment or modernization of the design patent system.

Practical men in the container industries who have been in correspondence with Washington since the Vestal Bill was introduced in its new form, do not disguise a certain anxiety regarding the consequences should action be taken which would result in certain classes of containers finding protection via one Governmental agency, whereas the remaining classes of packages would be certified, as to date of adoption and use, under quite a different system, radically apart in scope, in requirements for admission and in the nature of the protection provided. What seems to particularly perplex the few container users and manufacturers, who have heard of the Congressional surprise, is the meaning to be construed in the phrase "and the like." As above quoted, the new rider on the Vestal Bill exempts from its provisions "containers made of glassware and the like." The question arises of just what materials are to be accounted alike to glass as package mediums? And, to look farther, what would be the status of, say, composition closures used in conjunction with glass containers?

From some of the communications made to Congressmen from industrial sources it would appear that perhaps not all members of the glass container group are of one mind on the question of what—if any—design protection is desired. Certain large producers of bottles eager to translate to the consumption level the economic blessings of mass production are frankly favorable to the use by all packagers of standard sizes and models and prone to minimize (*Please turn to page 104*)

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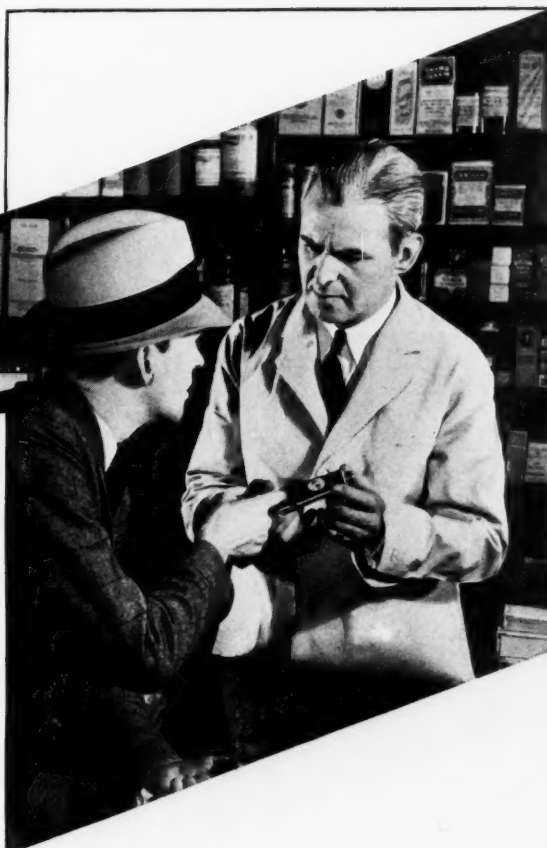
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You may
never know..

Loyal users
may prove false
when your tubes
prove faulty



*"That's a good shaving cream
but the tubes leak*

Give me some other brand."

The user who counts is the one who buys your product again and again and again. Are you sure you're not doing a "one-time" business because of faulty tubes?

Lost customers rarely tell *you* the reason why they quit your product. But you can help remove a big cause for complaint by using Sun tubes!

Sun tubes are made under ideal conditions. Every stage of manufacture is rigidly supervised. And yet Sun tubes cost no more than others.

Let us make up a tube for your product! You'll find that Sun tubes, the trouble-proof tubes, will actually *save you money!* Sun Tube Corporation, Hillside, N. J.

★ **SUN TUBES** *"TROUBLE-PROOF"*

SUN TUBE CORPORATION, HILLSIDE, NEW JERSEY

A Sales Building Package

Though millions of dollars have been spent by numerous manufacturers in advertising their brands of tooth paste and tooth powder, little effort seems to have been made to corral the buying public into increased sales interest through the medium of package appeal. With a few exceptions, all containers for these products are, more or less, mediocre in design and their display value is negligible.

One of the most outstanding contributions in package dress brought forward to date is the container for Tannol tooth powder, a new product of the Tannol Com-



pany, New York, shown in the accompanying illustration. Designed by Clarence Cole, it expresses not only good design, but an arresting color scheme. The former is simple, modern and executed in finely balanced proportions with the color scheme emphasizing these characteristics. The pyramid motif at the bottom in both carton and container, employing a carmine red, is matched by the upper part of the package. The circular band is a slate grey with the lettering and reverse pyramids in white. In color scheme and design, this new product holds evidence of the importance of package dress for display purposes.

New Einson-Freeman Display Patents

Three new pyramid display patents were issued January, 1932, to Morris M. Einson, president of Einson-Freeman Co., Inc., to whom the patents are assigned. These patents permit constructional combinations of what appear to be dummy cartons arranged in pyramidal form with a display panel for advertising copy.

Patent No. 1,828,138 is especially adapted to hold actual lamps in display slotted into the cartons, or any

other small unit of merchandise that is packed in a display carton.

The devices are simple in construction, made of one sheet of board and to all purposes appear exactly the same as actual pyramided cartons, doing away with the possible substitution of products, eliminating the need for sending out empty cartons for display purposes.

Package Manufacturers Admitted to Competition for Wolf Award

It has been announced by the American Management Association that package manufacturers may enter packages in the competition for the Wolf Award, thereby removing the limitations of the competition which, in its original form, was open only to companies who used such packages in the distribution of their merchandise.

A package manufacturer making his entry and paying the fee should attach a card to his exhibit that will state the name of the company for whom the package was made as well as that of his own company, viz., American Food Company—entered by Smith Package Company.

The award, however, will be made to the user although certificates of award will be given to the package manufacturer making the entry, for both the Wolf Award and for the honorary group awards.

The competition is open to all packages irrespective of the date on which they were placed on the market, provided they are already in use on Feb. 15, 1932.

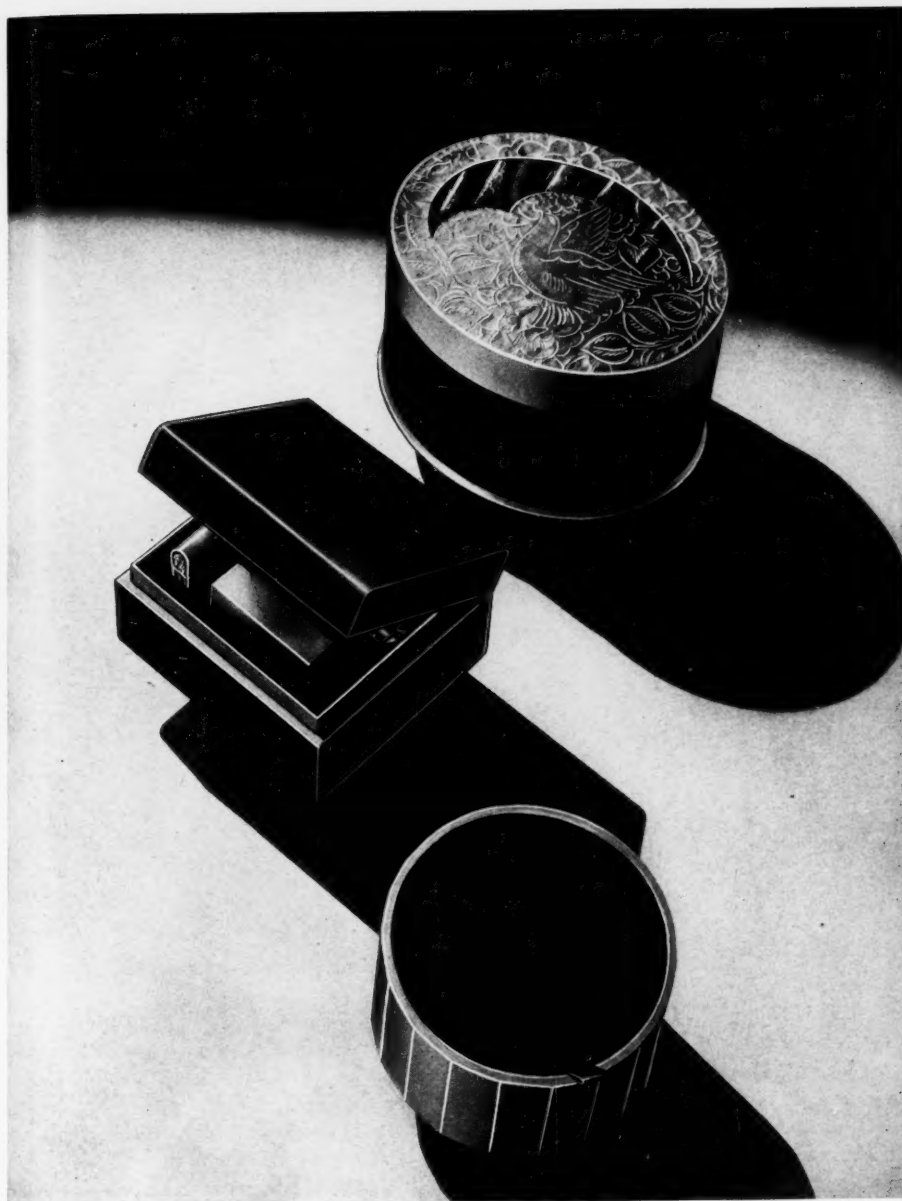
Conditions governing the Wolf Award were published in the December, 1931, issue of MODERN PACKAGING.



A suggestion of sales merit for bakers or for use in stores where bakery goods are shown is incorporated in this illustration which shows a molded translucent cover



used for fruit cake on display. The fruit cake is placed on the revolving stand or "lazy Susan." The latter is of black phenol resinoid, molded by Colt's Patent Fire Arms Manufacturing Company.



THE very essence of distinction lies in simplicity. With very meager materials—nothing more than black on silver or white—may a thing of great distinction be produced. By the very paucity of extraneous ornament do many things become distinguished, since it is the fault of the average man to pile on filigrees and "gingerbread."

A good box, well designed, can distinguish even an ordinary product. To lend distinction, to create perfect "settings" for your product is our chief function.

Do the right thing for your product, with the right box for your product. A VOSS Box is a fitting complement for a fine product.



KARL VOSS CORPORATION
HOBOKEN NEW JERSEY

New Package for Yale Padlocks

Every factor for consumer appeal has been introduced in the new package and display carton for Yale padlocks of the Yale & Towne Manufacturing Company. Black and orange is the color scheme, with the orange triangle decorative motif leading the eye to the die-cut window opening at the bottom of the package displaying the quality, design, and finish of the product. This opening at the bottom of the individual carton gives visibility to the trade mark on the lock.

Six individual packages are packed in the display carton which, because of its size and compactness, is not only a convenience to the retailer in selling but in



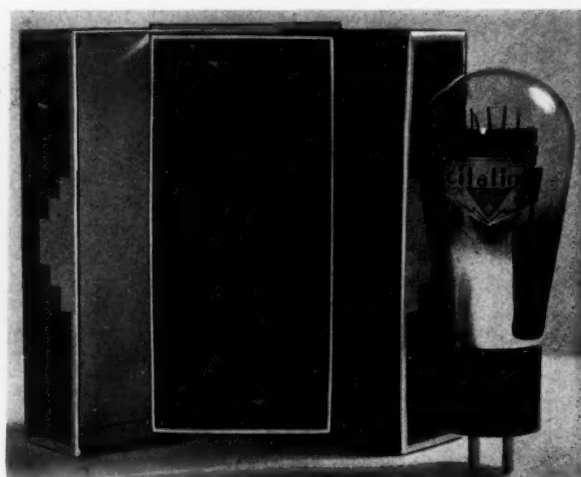
the small space it occupies on his counter. In color scheme and design it closely follows that of the individual packages. For more appeal, the flaps of the carton have a silver coating and in the center of the triangle a full size illustration of the padlock appears. When opened, this note in the carton design creates a perfect tie-up with the visible product in the packages. Both display and individual cartons are products of the Warner Brothers Company, Bridgeport, Conn.



CeCo Redesigns Containers

The CeCo Manufacturing Co., Inc., Providence, R. I., is distributing its new line of citation radio tubes in an attractive package which represents an entirely new departure in radio merchandising. All radio tubes have heretofore been packaged in standard folding boxes in order to prevent breakage while in transit. It was customary to wrap each tube in felt or to use some other means of protection before placing it in the containers. The product was accessible only after removing all the protective material.

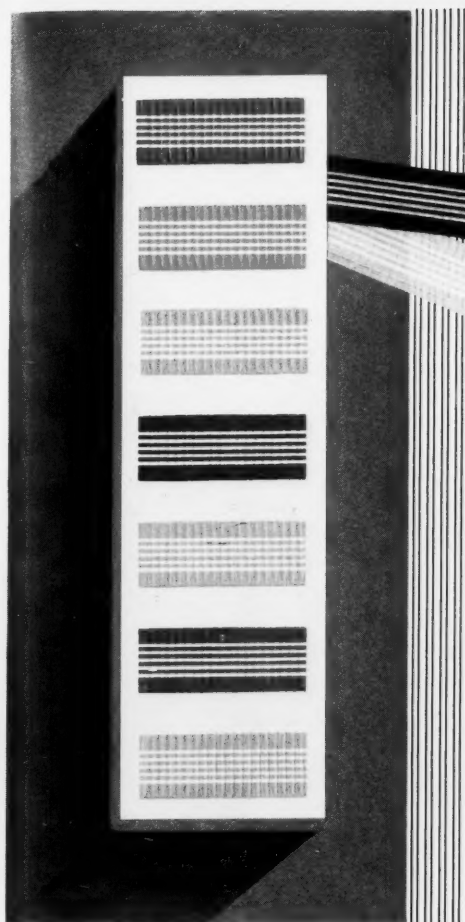
The container in which the new line of citation precision radio tubes are packaged is of the set-up type with a double hinged lid, as shown in the accompanying illustration. The motif is modernistic and the striking



color scheme is gold and black. All printing appears at the bottom of the box, which gives it a utility appeal for the housewife, after the removal of the contents, as an extra boudoir or household accessory.

The tubes are amber gold in color with black phenol resinoid bases. Each tube fits snugly into a rayon filled inset holder. This holds the tube securely in position while in transit. The container is a product of Young Brothers, Inc., Providence, Rhode Island.

The old and the new for American Stores Co. Supreme fruit cake. The new carton, made by the Brown & Bailey Company, is a decided improvement, portraying through color and design the content of the package and possessing a holiday spirit. Only two colors, green and red, were formerly used, whereas the new package illustrated at the right employs five



● These are just a few of our unique designs which are known as "gingham patterns."

● Ribbonette can be furnished in any width from $\frac{1}{16}$ " to $\frac{3}{4}$ "—any color—any style. It is made to your order—and priced for your requirements.

THE TIE for TODAY'S PACKAGES

● Ribbonette has all the beauty and richness of higher priced materials—more in fact because it can be made in such unique and modernistic designs—yet its price is much lower.

● It is an individual tying material—*made for you*—made to give *your* packages exclusiveness.

● And in this year of economy, when packaging costs must be reduced and when packages, at the same time, must be made even more appealing than ever, Ribbonette—today's package tie—offers you a way to do both.

● Let us make suggestions. You will find it worth your while.

CHICAGO PRINTED STRING CO.

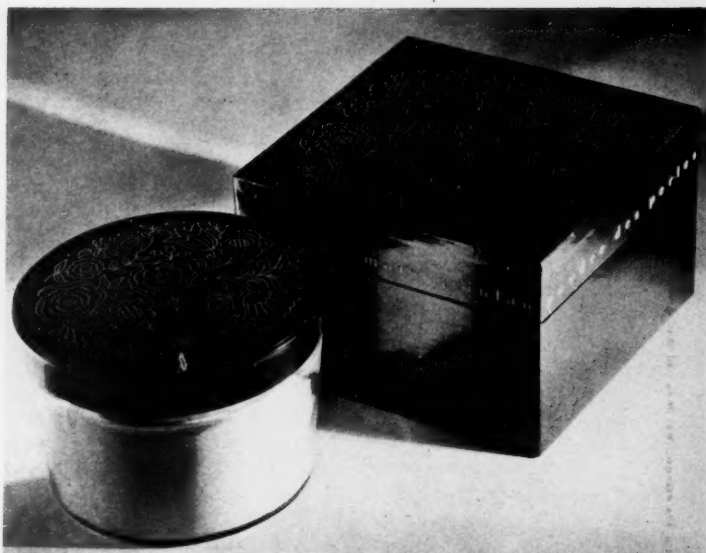
2319 Logan Blvd., Chicago, Ill.

RIBBONETTE

By the Makers of Print-Ad-String

Packages Styled With Molded Synthetic Plastics

Upper Right: The new container and carton for Poudre des Perles by Kathleen Mary Quinlan, New York, pleasingly combines the classic and modern. The shade of powder is seen instantly through the glass jar, making seal-breaking unnecessary. The engraved closure, silver-filled for contrast, is molded of black phenol resinoid. The silver and black motif is repeated on the box cover. Photo courtesy of Durez.



Right: The Advance Laboratories package their antiseptics in colorless bottles, with labels of blue and silver, and seal them with caps of black molded phenol resinoid. Photo courtesy Bakelite Corp.

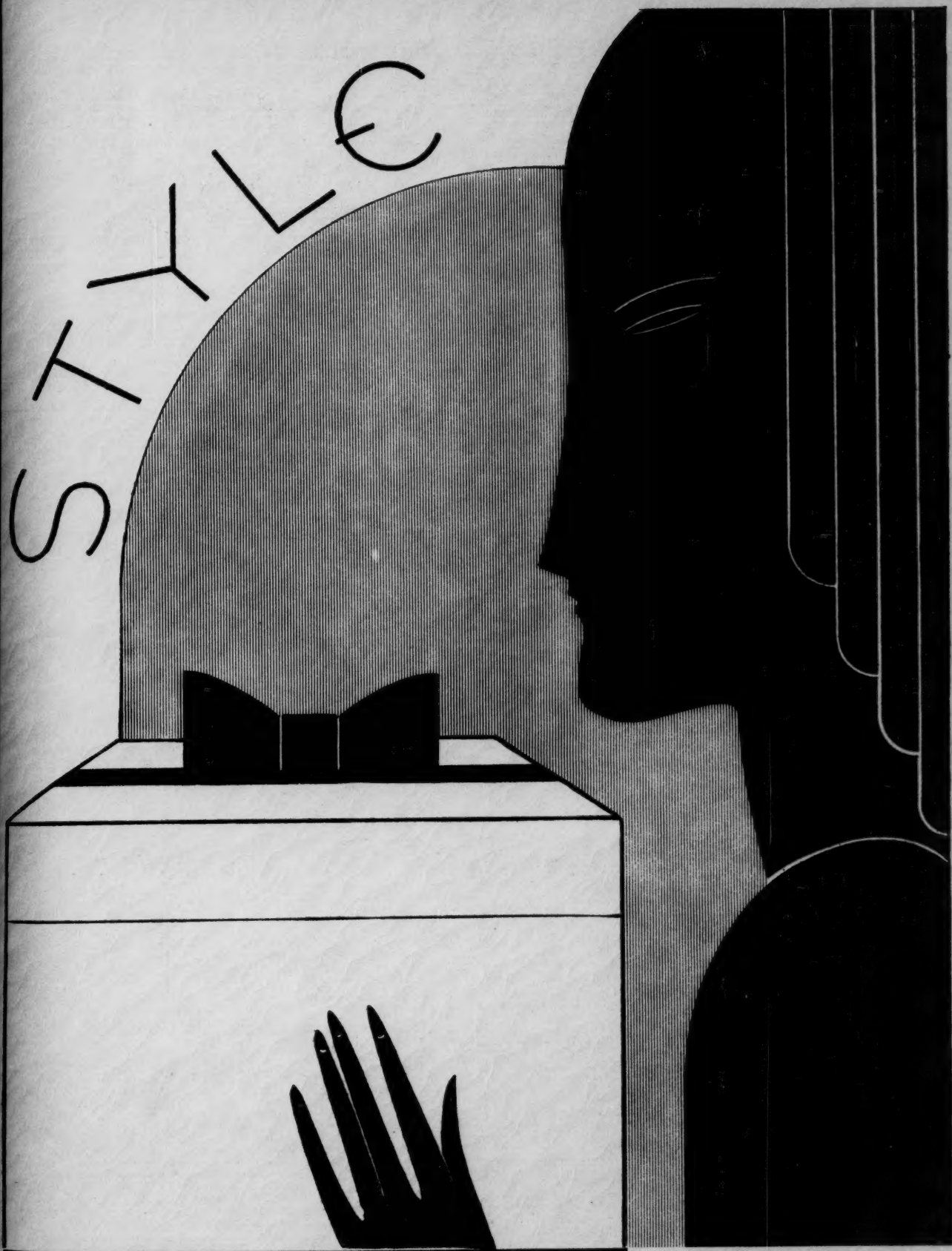


Lower Right: Klenzo Shampoo, and Lavender Lotion, both products of the United Drug Company, are packaged in bottles of simple and graceful design, with closures of phenol resinoid. Photo courtesy of Bakelite Corp.



Below: Datil Pepper Products have been repackaged in new containers with molded phenol resinoid closures. The pepper sauce is for flavoring foods in cooking, and the dressing for table use. The Datil or "Dattler" pepper seed, grown only in the St. Augustine, Fla., district, has been handed down for generations and were originally domesticated by the first Spanish settlers. Photo courtesy of Durez.





LOUIS DEJONGE & CO.

NEW YORK . . . PHILADELPHIA . . . CHICAGO

CANS



FIBRE CANS

Here are just a few of the endless variety
manufactured by the
R. C. CAN COMPANY, St. Louis, Mo.
- Leaders in Quality and Service
Factories: St. Louis, Kansas City, Mo., and Pittman, Ohio
WHY PACK IN TIN?

BUSTER BROWN

Brown

Simple Packages for Frigidine Products

The trend toward simplification in package design has involved manufacturers in a label design problem which has taken various forms in its solution. In the incorporation of adequate instructions for the use of the product which a majority of items require, as well as utilizing the value of package advertising, some manufacturers have reduced this to a minimum, which in many instances has not proved satisfactory. Others have employed inserts, while still others have eliminated



package advertising entirely, limiting instructions to a few lines either on the carton or a second label on the back of the container.

Frigidine, Inc., in the dressing of their bottles for their new products, Frigidine shampoo and Frigidine settine, have, through the use of outserts, included detailed instructions and obtained the value of package advertising. At the same time they have achieved a simple, graceful package in no way marred by excessive printing, as shown in the accompanying illustration.

The labels for both products are identical in design although different color schemes are employed to more appropriately harmonize with the colors of the products. Dark blue and gold contrasts with the green liquid of the shampoo, matching the blue phenol resinoid closure, and black and silver is employed against the rose color of the settine, also with a matching black phenol resinoid closure.

A new type of service organization, to facilitate the marketing of industrial products, has been formed by Dr. H. H. Sheldon, H. A. Morse, L. W. Hutchins and

Dr. W. H. Easton, all well known in many branches of industry, engineering and science. The company, with offices at 191 West 10th Street, New York City, will be known as Sheldon, Morse, Hutchins and Easton. This group plans to furnish manufacturers with a complete sales research, advertising and publicity service, based on their experience in the promotion and sales of chemicals, electrical equipment, building materials, industrial and marine supplies and machinery, scientific apparatus and other lines.

This group makes available to manufacturers the expert experience of a specialist in the manufacturer's own field and in addition, an outside viewpoint due to the group's fund of advertising, publicity and marketing experience in many technical fields.

Among the services rendered are: the determination of markets, evaluated for consumption and profit; package consultation; the determination of salesmen's needs; the organization of sales record systems; the planning and execution of magazine and direct-mail advertising; patent surveys; and the preparation of manufacturer's exhibits, etc.

Not Dixie Containers

THE EDITOR

Sir:

I have received a letter from J. D. Catlin, sales promotion manager of the Individual Drinking Cup Company, Easton, Pa., in which he calls attention to an error in an article which was published in your August issue, "New Ice Cream Brick Fits Refrigerator Tray." In referring to the machinery used by the Goodman American Corporation for filling ice cream, the statement was made that "Dixie cup containers are also filled on the same machines."

Mr. Catlin has pointed out that "Dixies" are the ice cream containers manufactured by the Individual Drinking Cup Company and the name "Dixies" is the trade mark of this particular cup and should not be used to designate containers made by any other manufacturer. The Goodman American Corporation does not have a "Dixies franchise" and consequently that name should not have been used in connection with the cup-shaped containers which they use for their ice cream.

I had no intention to convey a wrong impression and the statement which I made was based on information obtained verbally in the Goodman plant.

EMORY C. WOODWARD

Elgin Manufacturing Company, of Elgin, Ill., builders of the Elgin filling machines, cappers, etc., announce the appointment of W. John Buedingen, 122 E. 42nd St., New York City, as its exclusive representative in the New York territory. Mr. Buedingen has had many years of experience in the food and pharmaceutical machinery and equipment lines.



Just the Container for Sandwich Spreads!

WOMEN are quick to appreciate new and improved methods of packaging that facilitate the use of any food product.

Take sandwich spreads, for instance. What could be more logical, more practical or handier as containers than collapsible tubes?

In addition to their popularity in the household, tubes have many special merchandising advantages. They enable you to extend your market, secure distribution through new outlets, and also do more effective promotional work in the dealer's store.

Let us tell you more fully about National Collapsible Tubes and why we believe they are especially adaptable for packaging certain food products.

NATIONAL COLLAPSIBLE TUBE CO.
Providence, R. I.

New York Office—331 Madison Ave., Telephone Murray Hill 2-1745

Manufacturers of Pure Tin Tubes

Foreign Representative for "Captive Cap"

BETTS & CO., Ltd. . . . London . . . N. I.



NATIONAL COLLAPSIBLE TUBES



New Package for Boncilla Products

A number of years ago when Boncilla, Inc., introduced their new toilet preparations to the public, a combination introductory package was offered containing the products for a complete Boncilla facial treatment. Through the sale of nearly one million of these fifty cent packages these preparations became well known to consumers; and today, a substantial



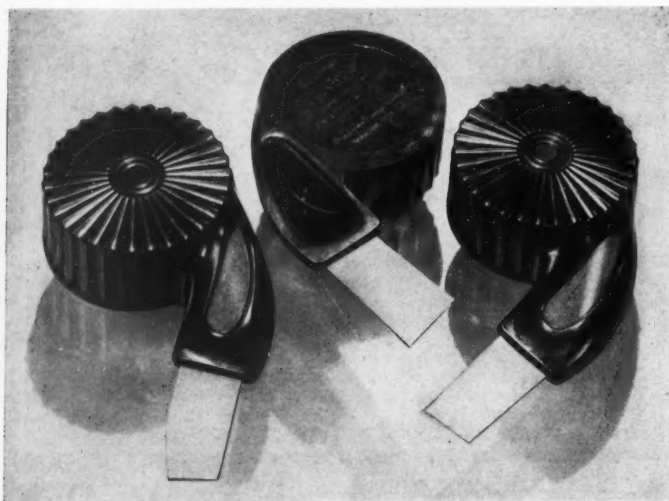
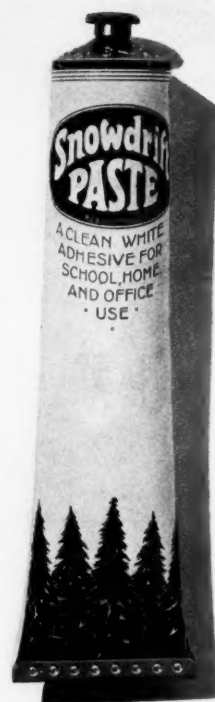
market having been obtained, the company felt a modernized package was necessary to maintain the reputation and to appropriately dress up the line.

The accompanying illustration shows the redesigned containers for Boncilla preparations. Contrary to

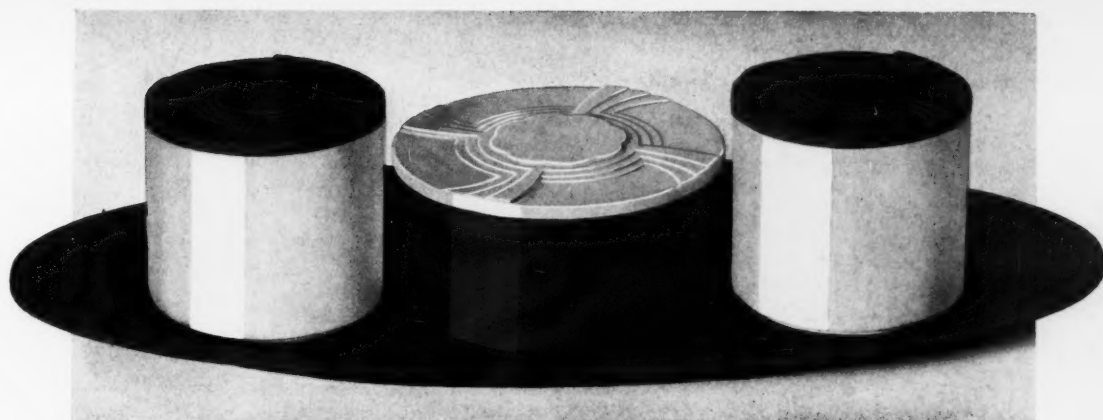
generally accepted practice, the color schemes for containers and cartons do not conform. Blue-green, silver and black is used for the latter, while yellow and black with a slight note of red forms the color scheme for the containers. This differentiation, the company feels, is an advantage, since, the former containers having been the same color, it is associated in the public mind with Boncilla products while at the same time the new color of the cartons tends to create renewed interest. These colors, because of the correct tones employed, harmonize most pleasingly, making an attractive ensemble when displayed. A close relationship, however, has been maintained between the designs of the cartons and tubes.



Snowdrift adhesive paste, a product of the Arabol Manufacturing Co., New York, carries the suggestion of northern winter landscapes in the design of its tube. The pine trees at the bottom in green are an effective contrast against the white, which is broken at the top by the brand name in a circular panel of red. The closure for this tube may be unscrewed if desired or to avoid soiling the fingers may be pierced in the center. The paste is spread by squeezing the tube.



Phenol resinoid is increasingly being applied to products for many and widely different uses. At the left are illustrated three samples of an interesting and practical new product made from this material, the "Fill-again" tape dispenser, from the Dennison Manufacturing Company and molded by the Northern Industrial Chemical Company. It is an item that many will find handy to have around the library, office and home. The cellulose tape easily unrolls through the side extension and when torn off has a smooth, clean edge. The opening in the side permits the user to extend the tape through the edge sufficiently to unroll it for the next application. The three dispensers illustrated are in three different finishes, one in black and two in different shades of mottled brown.



A Sales-Winning Combination

THE above illustration suggests one of the many pleasing color combinations that you can obtain in Kurz-Kasch moulded containers. These colors can be either soft pastel shades or rich, strongly contrasting shades.

Modern and attractive in design—colorful and irresistibly appealing—these smart containers will give new impetus to your sales.

Many manufacturers are capitalizing on the beauty of these smart, attractive containers. Why not look into the advantages of presenting your line in a more modern manner? We will gladly submit some ideas for your consideration. Samples, also, will be sent, without obligation.

New, beautiful, striking
ROUGE CONTAINERS . . .

open readily . . .
close snugly
stimulate sales

Write for samples

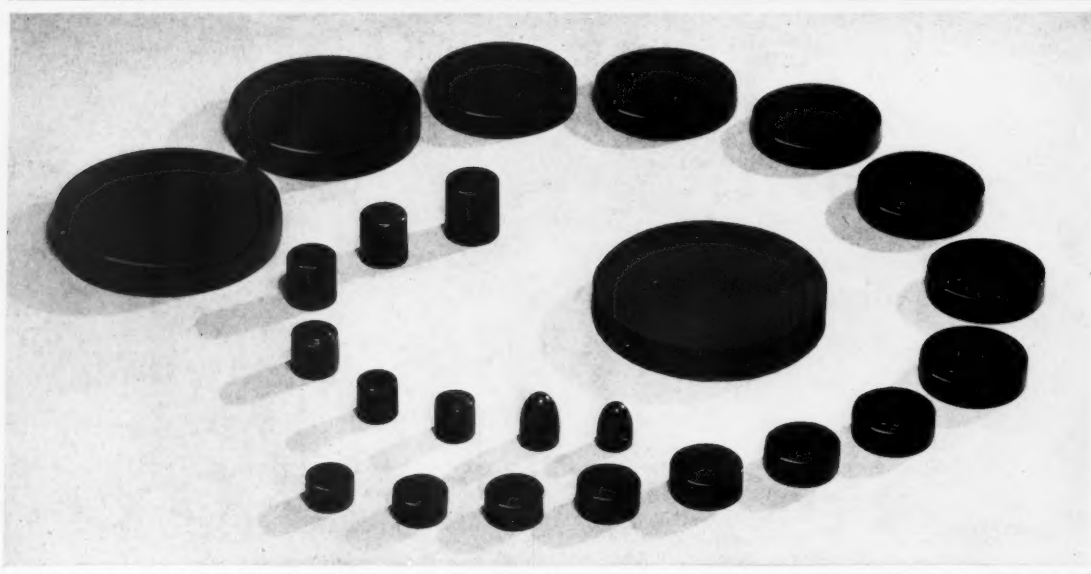
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All Sizes—Styles—Colors

We are prepared to meet your requirements promptly for any reasonable quantity of perfectly moulded jar or bottle caps in standard sizes.

Many of the largest manufacturers look to us as their source of supply for products of this character, knowing that our resources and facilities are such as to assure the utmost in quality and dependable service.



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A POWERS PLATE
*will stand the most
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Our NEW PROCESS
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Solving a Machine Wrapping Problem

By John Smith

President, Transparent Packaging & Printing Corporation

THE confectionery industry has long been using transparent cellulose successfully and the preference for this type of wrapper over others is evident by the continuous increase in both quantities consumed and number of users. The confectioner marketing five- or ten-cent pieces of candy must keep his costs low, for sales in this class of merchandise run into enormous quantities and competition, of course, is keen. At best, there is but a small margin of profit remaining for the manufacturer. The confectioner realizes in full the value and importance of keeping his name or the name of his piece of candy before the buying public, and for this reason his wrappers are printed, featuring either the name of the piece of candy or the trade mark of the firm marketing the item.

Most of the wrapping of these candies has been a hand proposition which, of course, is tedious and difficult, and not in keeping with the modern tendency to eliminate hand labor. Machinery manufacturers have devoted considerable time and attention in an attempt to produce special equipment that will successfully wrap popular priced confections by machine and several ingenious machines have been devised for that purpose. The problem of wrapping a piece of candy that is regular in shape is comparatively simple, the nature of the piece governing to a large extent the design of the machine. However, with irregular pieces of candy the problem becomes more involved, since it is extremely difficult to design a machine that will adjust itself automatically to the piece of candy it is to wrap, despite the fact that the variations in the candy may be small.

One of the leading manufacturing companies* has succeeded in building a clever wrapping machine that will take care of both regular and irregular pieces. This accomplishment becomes the more remarkable since we must bear in mind that chocolate and sugar coated candies leave a residue in their travel through the machine. These crumbs of sugar and chocolate accumulate on the bearings and gears of a machine, and cause trouble. But this particular machine has been designed so that even though the gears and bearings gather bits of sugar or chocolate, the machine will continue to function smoothly and without interruption.

At the plant of Edgar P. Lewis & Sons, Inc., candy manufacturers of Boston, Mass., certain difficulties were encountered in automatic wrapping due to the fact that while the machine wrapped satisfactorily, it would not pick up the printed Cellophane wrapper or, for that matter, a plain wrapper of the same material. Investigation showed that this was due to the fact that the wrapping material used is extremely hygroscopic and absorbs as much as 100 per cent of its weight in moisture drawn from the air. The stack of plain transparent

sheets would become "tacky" and cling together, which prevented the plunger used in the machine from picking up one sheet at a time. Furthermore, the standard colors generally used in printing Cellophane are in themselves slightly tacky and cause the sheets to cling to each other at the points where the ink is distributed.

To overcome such difficulties, the Transparent Packaging & Printing Corporation developed a new line of colors that are water-proof and which do not in the slightest degree adhere to each other at any point or on the printing area. This company printed a bleed border around the edge of the Cellophane wrapper, the result being that these edges become water-proof and entirely non-hygroscopic. A series of tests undertaken with a leading manufacturer obtained the desired results.

Several minor changes in the construction of the machine were necessary so that the new type ink might be accommodated. These were immediately made, with the result that machine and wrappers work in perfect harmony. These machines, in conjunction with the specially printed wrappers, are now being used with entire satisfaction by the candy manufacturer who realizes the advantages of machine wrapping over hand wrapping.

As far as production goes, it is had on reliable authority that this machine with two operators produces twelve hundred boxes of candy per day as a minimum, each box containing twenty-four pieces of candy.

Further investigation revealed that these specially printed wrappers could in most cases be used on a great many of the standard wrapping machines now in existence for packaging with glassine and similar materials by making slight changes on these machines. The solution of this problem for a confectionery manufacturer opens up a wide field of possibilities for similar wrapping operations in other industries.

A conservative estimate shows that the machine does at least three times the work that was previously done by hand; and what is more important, does it in a manner that cannot help but meet the approval of even the most careful and particular manufacturers. Add to this the fact that less space is consumed by one machine than by the number of hand packers necessary to produce an equivalent number of packages the machine yields per day, and we have that rare and happy combination—better production and less overhead.



The first shipment of American dried fruit packed in fibreboard cases that has ever been received in Hamburg and, it is believed, the first consignment of the kind to reach Germany, arrived at that port on Nov. 8, 1931, according to a report from Consul Lester L. Schnare, Hamburg. It consisted of 500 cases each containing 12.5 kilo (26½ lbs.) net of California raisins. The shipment arrived in good condition. When examined in the warehouse at the dock only one box showed evidence of rough handling, but that was still in perfectly good condition for forwarding to the interior.

* Package Machinery Company

TRANSPARENCY



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Now you may keep an admiring eye on transparent wrapping without turning a cold shoulder to profit. Riegelite or Riegeline will show the way.

RIEGELITE IS FOR FOOD PRODUCTS

It is moisture-proof, greaseproof, self-sealing and transparent. In the first ten weeks of its sale, the baking trade alone wrapped over fifty million units in Riegelite.

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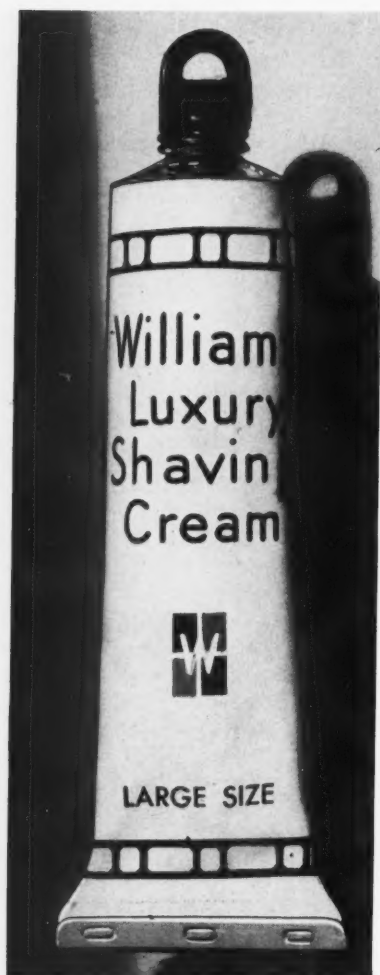
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for wrapping.....

Name.....

Address

Improves Package



The J. B. Williams Co., Glastonbury, Conn., has improved the design of its tube for shaving cream, as shown in the illustration. These tubes are now printed in two colors, blue and red, against a white background. A monogram of the letter "W," filed for registration as a trade mark, in place of the former shaving brush, is used on the face of the tube. A closure of black phenol resinoid on which appears also the letter "W," incorporating the patented hinged loop wire as formerly, is now used.

A New Technique for Prosperity

Consumer Engineering—By Roy Sheldon and Egmont Arens;
Published by Harper & Brothers, New York; price \$3.50.

"We already know more consumer engineering than we use. If we had used it, the history of the past two years would have been different. But we still try to do things at the top. We still speak of overproduction. We still consider unemployment as a separate problem. We have a market of 123,000,000 human beings to work with. What we have done with it is only an inkling of what we might do with it. A new world has been created within ten years. It must be explored, charted, and business adapted to it. None of the old charts and graphs are of any use. The engineer should look upon it as *terra incognita*, approach it with an open mind, report conditions exactly as he finds them, and business must be prepared to accept these findings and equip itself to function in the world that is." In this quotation from his scholarly and comprehensive introduction to this book, Ernest Elmo Calkins summarizes the job ahead for that many-sided, efficiency-plus individual,

the consumer engineer. In the succeeding chapters, Messrs. Sheldon and Arens explain the practical applications of the new technique and its various ramifications.

At first glance one might be inclined to question good form in the use of the term "engineering" and its application to a subject that so pertinently indicates marketing or distribution of goods. But this impression, should there be such, is quickly dispelled. The most fervent purist of nomenclature must admit that a task which calls for "the discovery of a consumer demand, the creation of the articles to fit the consumer's needs and use, the trial of the new merchandise in actual use before its production in quantity and its arrangement into services to promote quantity sales wherever possible" calls for a high type of effort—a service well within the designation "engineering."

The book does more than prove the case for the consumer engineer. And, contrary to many other books which expound the practical with the theoretical, it is far from dry reading. The text is presented in a thoroughly human and absorbing manner; no charts and tables to struggle through, and yet convincing figures and informative data are plentiful. Such books as this serve as outstanding guideposts to the manufacturer in the disposal of his goods. Through them he acquires an understanding of the problem that follows production—"how to persuade a people to consume more goods." And, truly, such understanding is needed today.

Some time ago I advocated the selection of a "Five Foot Shelf" of books pertaining to packages and packaging—books that could be profitably read by those who seek the advantages to be gained through the use of this modern medium of merchandising. A well-deserved place in such a selection must be given to "Consumer Engineering"—its pages form, indeed, an important contribution to the saga of packages.

D. E. A. CHARLTON

New Wrapper for Bakery Products

A new wrapper which consists of a moistureproof transparent cellulose window strip with self-sealing waxed paper sides has been placed on the market by the Milprint Products Corporation, Milwaukee, Wis. Known as "Revelation" wrappers, these are available in all sizes and widths and in rolls or sheets. Continuous rolls for automatic operation on a heat-seal bread wrapping machine may also be obtained.

Revelation wrappers are being used for such products as bread, sweet rolls, coffee cake, tea biscuits, Parker House rolls, doughnuts, muffins and a host of other items. They are stimulating sales for such outstanding merchandisers as A. & P., Krogers, National Tea, Gordon Baking Company, Spaulding Bakery, Oswald Jaeger, Freund Baking Company, Kavanagh's, Wind's Bakery, Zion, Cote Brothers, Standard Biscuit Company, Leamon Bakery, and others.



This New Collins "Velumet" Box Paper Will Score a Direct Hit!

Here is unusual box paper value that is its own best press agent. The price is something that you can casually ignore even when business is "off!"

That's about all—except that the new line of Velumets is just one more of those Collins accomplishments that makes available to every box user—creations that always score a hit!

We suggest that you send for sample sheets and sample books at once.

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1518 Walnut Street, Philadelphia, Pa.

BOSTON: H. L. Goodman, 110 High St.
PACIFIC COAST: Zellerbach Paper Company





PERSONALITY

PERSONALITY is often the tiny difference between success and failure . . . not only in the life of an individual but in the life of a product. Today, your package must be modern and colorful . . . reflecting the personality of the product . . . its superiority and quality. Heekin has achieved a wonderful reputation for successfully reproducing colors on metal . . . packages with a personality. The cost is reasonable too.

HEEKIN CANS

THE HEEKIN CAN CO. CINCINNATI, O.

FEBRUARY, 1932

87

Protective Wrapping—II*

By Allen Abrams

In his day Mark Twain was probably right that "everybody talked about the weather but nobody did anything about it." Today it is different. We manufacture weather indoors and then design wrappers to resist those artificial weather conditions, as well as natural conditions. Humidity is a major source of packaging troubles and so we are willing to face opprobrium, if necessary, to restate the principal facts.

At a certain temperature a given volume of air can hold a definite amount of water in vapor form. When the air is completely saturated we say that it has 100 per cent relative humidity; when only half saturated we say that it has 50 per cent relative humidity. Now if the air is warmed it has a greater capacity for water vapor and if cooled a lesser capacity. Hence, after a hot summer day, with a relative humidity of say 70 per cent, if the air is considerably chilled during the night the 100 per cent humidity saturation point or dew point is reached and liquid dew or fog is condensed out. On the following day, as the air warms up, its capacity for holding water vapor again increases and the humidity will drop considerably unless other climatic factors enter in. These variations in humidity take place to some extent each day and night. The U. S. Weather Bureau statistics³ covering nearly 25 years show that this difference between morning and evening conditions will average about 10 per cent and in extreme cases may be as high as 35 per cent. However, such changes take place fairly rapidly and so are relatively unimportant in packaging problems.

With seasonal changes it is quite different. Consulting Fig. 7, let us take Chicago as an example. The Weather Bureau statistics show that the annual range in that city is from 67 per cent to 84 per cent humidity. But these figures are for outdoor conditions and will therefore hold indoors only during that part of the year when doors and windows are open to allow free circulation of air. In the winter when buildings are closed the cold outside air may be saturated with water vapor; but, on coming inside and warming up, the air has a much greater capacity for moisture. Consequently the percentage saturation drops off and the relative humidity decreases. At such times it is not at all uncommon for

* The first installment of this article appeared in the January issue of MODERN PACKAGING.

³ P. C. Day, Monthly Weather Review Supplement No. 6, U. S. Department of Agriculture, Weather Bureau (1917).

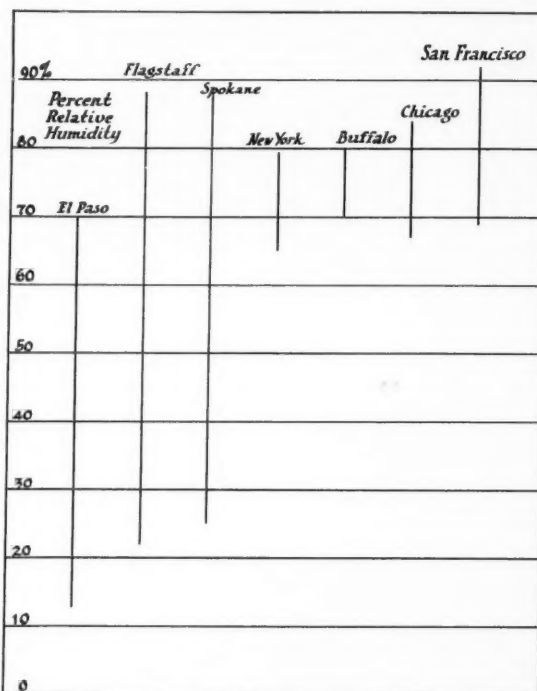


Fig. 7. Annual Range of Relative Humidity in Various Cities

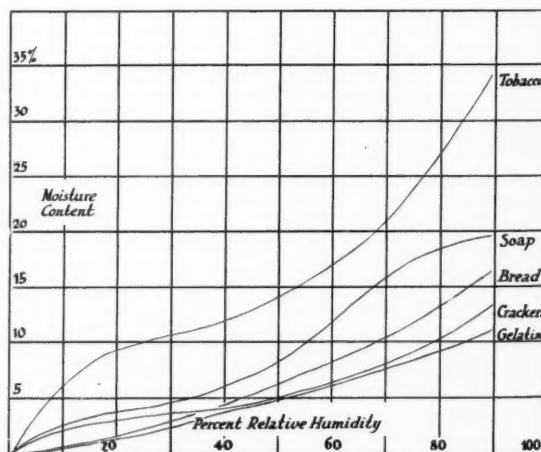


Fig. 8. The Equilibrium Moisture Content of Various Commodities under Different Humidity Conditions



Where Moulding is a Science as well as an Art

The unusual accomplishments of our Plastics Division in the designing and production of containers, closures and novelties are due, in no small degree, to the knowledge and skill gained by our organization in over a half century's experience in plastics.

Colt craftsmen know how to develop and produce articles which are not only pleasing to the eye, but which meet every technical and practical requirement.

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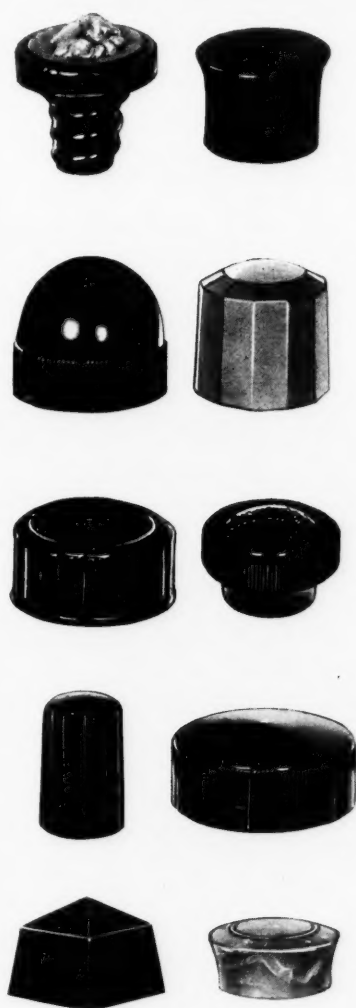


The Quality Plastic

is a molding compound developed by us, which possesses many remarkable characteristics.

We also mold with Bakelite, Durez, Beetle and Plaskon.

The service of our Designing Department is at your command.



PLASTICS DIVISION
COLT'S PATENT FIRE ARMS MFG. CO.
HARTFORD, CONN.

the humidity to go to 30 per cent and it may even go as low as 15 per cent. Unless artificial humidifying means are employed, furniture creaks and improperly wrapped packages dry out.

Geographical location also has an important bearing on the keeping qualities of packaged goods. A study of the U. S. Weather Bureau figures emphasizes the fact that cities on large bodies of water are likely to have high humidities. Buffalo shows an annual range between 70 per cent and 80 per cent; New York, 65 per cent to 79 per cent. On the other hand certain inland sections may be very low in humidity at times. Thus Flagstaff, Arizona, showed an average of 22 per cent for the evening humidities during the month of June from 1904 to 1911. From 1889 to 1913 El Paso, Texas, had less than 20 per cent evening humidity during the months of March, April, May and June. It is evident, therefore, that packaged goods sent to one portion of the country may have to resist the action of damp conditions and in another section they may have to withstand a dry atmosphere.

Numerous investigations have been carried out to relate humidity to the moisture content of foodstuffs and other materials. One of the most extensive studies is that reported by R. E. Wilson and co-workers.⁹ From their data we have prepared the accompanying Fig. 8. As an example, note that unwrapped crackers may reach a moisture content as low as 2 per cent under inside dry winter conditions of 20 per cent humidity; and as high as 8 per cent under moist summer conditions of say 70 per cent humidity. Cigarettes under like conditions would show moisture contents of 9 per cent and 21 per cent, respectively, and in similar fashion the "equilibrium moisture" of other substances may be read off for various humidities.

It should be noted, however, that the moisture content of materials is not likely to alter rapidly unless they are subjected to extreme and long-continued changes in humidity. In other words when a substance is moved from one humidity to another, the alteration in moisture content takes place at a rate which is dependent primarily on the resistance of the wrapper and secondarily on the difference in humidity existing on the two sides of the wrapper. For this reason the gain or loss in moisture content may be controlled to a large extent by the wrapper used. Thus the manufacturer of soda crackers knows that the customer prefers to have these goods delivered to him substan-

tially bone-dry. If the packages are to go to Flagstaff, Ariz., a highly moistureproof wrapper is not as necessary as on the packages shipped to Chicago, since the former city is relatively dry and the latter relatively damp. For the sake of standardization and full protection against the worst conditions, the manufacturer usually adopts a wrapper with high moistureproofness.

The problem of the tobacco manufacturer differs from that of the cracker manufacturer only in that the former is trying to keep moisture and essential oils in, while the latter is endeavoring to keep moisture out. Consequently, both may use the same wrapper for their respective packages.

The degree to which a sheet will permit air to pass through it is expressed as the porosity. This property is of importance in a number of papers. For example, the paper bag on a vacuum cleaner should permit free passage of air through it. On the contrary it would be desirable to have an airproof sheet for the wrapping of rubber goods, thereby preventing oxygen from coming in contact with the rubber.

An instrument commonly used for testing this property is the Densometer.¹⁰ In making the test a sample of paper is attached to the instrument, then exposed to a definite air pressure and the time is noted for the passage of 100 cc. of air through the sheet. Obviously, the longer the period, the more resistant is the sheet to air penetration.

Many people have thought that a sheet which will keep air out has a correspondingly high resistance to moisture penetration. This is not necessarily the case, since the mechanism of the passage of air through paper is quite different from that of water vapor. In fact, it might be well to add here that papers should generally be tested with the same or a similar gas as that to which they will be exposed in usage. Thus the user of dry ice, who might be interested in the permeability of his package to carbon dioxide, should satisfy himself by tests with this gas rather than with air, unless he finds that the two tests have a relation in his particular case.

In packaging highly shortened pastry, lard, peanut butter and the like, greaseproofness is a desirable, if not essential, characteristic of the wrapper. Certain sheets have excellent resistance to such materials but most papers have little greaseproofness, since this property is usually associated with extensive hydration or close binding of the fibres together in a continuous film. Recently new types of films and specially coated papers have been

¹⁰ W. & L. E. Gurley, Troy, N. Y.

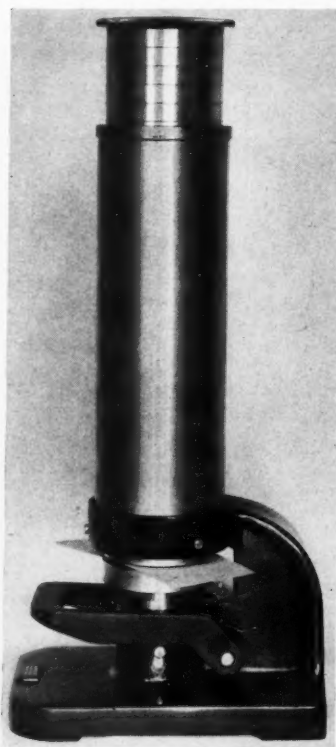
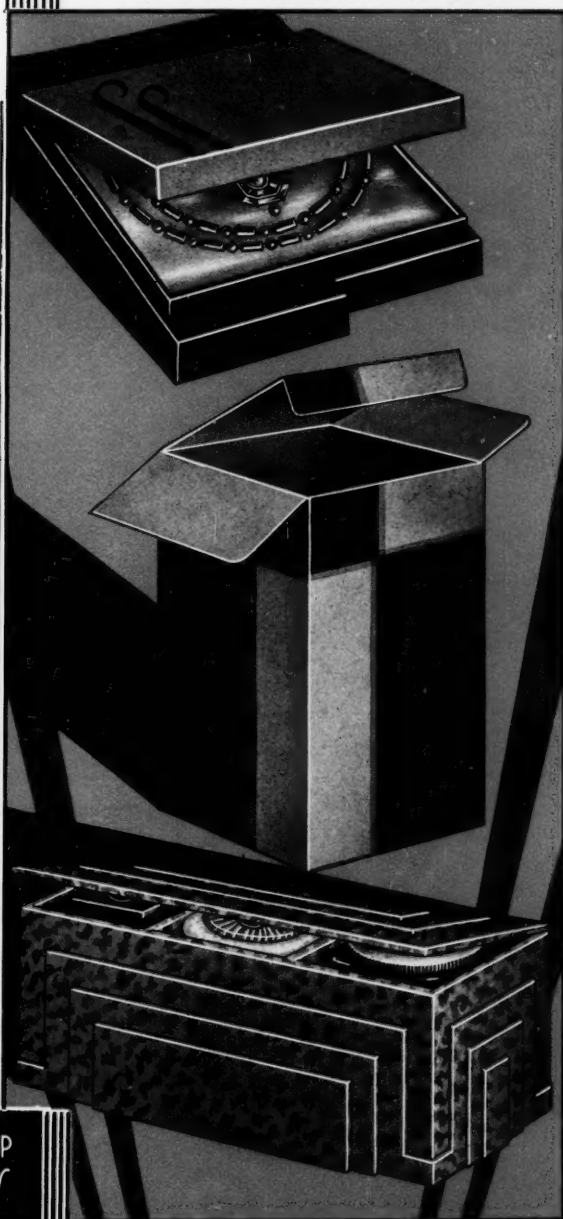


Fig. 9. Densometer for Testing the Resistance of Paper to Air

⁹ Wilson, R. E. and Fuwa, Tyler, *Journal of Industrial and Engineering Chemistry*, 14, 913-8 (1922).

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THE FINEST WORD IN PACKAGING



WARNERCRAFT offers a complete line of boxes—to answer every kind of package need. And with it is offered a design and merchandising service that considers YOUR NEEDS, not the limitations of the package manufacturers' materials.

Warnercraft's Service is thus absolutely unbiased. If a folding box answers the requirements better than a set-up box, it is recommended. Or if a molded box is the correct solution, Warnercraft has it also. Warnercraft is unique in this distinction.

Why not consult our creative package experts? There's no obligation involved; yet a Warnercraft man generally points the way to greater sales and increased profits, through more effective packages.

FANCY SET UP
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FOLDING
BOXES

MOLDED BOXES
& CONTAINERS

ARTISTS &
DESIGNERS ALWAYS
AT YOUR SERVICE

THE WARNER BROTHERS CO.
BRIDGEPORT CONN.

produced which have an unusually high degree of resistance to grease.

Various methods are used for testing this property but the turpentine test has been popular because it is simple and it differentiates the sheets satisfactorily. One way of carrying out this test is to lay a sheet of white bond paper over the sample and then place a ground glass on top. The assembly is attached to the Penescope, colored turpentine is added and the whole allowed to stand at 70 deg. F. until at least six spots the size of a pinhead appear on the white bond paper. The elapsed time is a measure of the greaseproofness.

The wide variation in qualities of different wrappers is brought out in the data shown in the accompanying table. Representative sheets of paper were selected in each case and the tests were made according to the methods previously described. Sheets were taken of

papers, parchment, cellulose acetate and the transparent glassine.

In considering the moistureproofness of these wrappers it is apparent that a wide difference exists. Plain paper, glassine, parchment and non-moistureproof viscose sheeting show high transmission rates; dry waxed paper and cellulose acetate sheeting are intermediate while wet-waxed paper, moistureproof Cellophane and transparent glassine show excellent resistance to the passage of moisture.

Further study of these figures shows also that moistureproofness and airproofness do not necessarily go together. Thus the two viscose sheets have approximately the same resistance to the passage of air but the non-moistureproof sheet allows moisture to pass through at a rate approximately 130 times that of the moistureproof sheet. Cellulose acetate sheeting allows

TESTS ON VARIOUS WRAPPERS

| Name of Sheet | Weight (24 X 36 — 480) | Caliper | Density (Wt./Cal.) | Porosity (100 Cc. Air) | Water Penetration Indicator Method | Water Vapor Trans- mission Rate (G./100 Sq. In./ 24 Hrs.) | Grease- Proof Test (Turpentine Method) | Tearing Strength | | | Tensile Strength | | |
|-------------------------------|------------------------------|------------|-----------------------|---------------------------|---|--|--|------------------|-------|----------------|------------------|--------|----------------|
| | | | | | | | | Dry | Wet | Reten- tion | Dry | Wet | Reten- tion |
| Bleached Sulphite for Waxing | 24 lbs. | 0.0020 in. | 12 | 27 sec. | 26 sec. | 49.0 g. | 0 sec. | 21 g. | 18 g. | 86% | 10.5 lbs. | 0 lbs. | 0% |
| Bleached Sulphite—Dry Waxed | 31 | 0.0020 | 15 | 74 | 325 | 7.6 | 0 | 21 | 24 | 115 | 14.0 | 6.2 | 45 |
| Bleached Sulphite—Wet Waxed | 36 | 0.0022 | 17 | 13,500 | 2,520 | 0.3 | 255 | 23 | 24 | 104 | 14.1 | 6.5 | 46 |
| Bleached Sulphite Glassine | 20 | 0.0010 | 20 | 1,700 | 33 | 28.9 | No pen. 86,000 | 10 | 8 | 80 | 15.2 | 1.8 | 12 |
| Vegetable Parchment | 18 | 0.0016 | 11 | 25 | 7 | 43.5 | 10 | 15 | 20 | 133 | 15.5 | 4.3 | 28 |
| Cellulose Acetate Sheeting | 22 | 0.0011 | 19 | 16,600 | 600 | 15.8 | No pen. 86,000 | 7 | 6 | 85 | 8.7 | 5.3 | 60 |
| Cellophane—Non-moisture-proof | 22 | 0.0010 | 22 | 19,400 | 29 | 39.2 | No pen. 86,000 | 11 | 8 | 73 | 12.2 | 3.0 | 25 |
| Cellophane—Moisture-proof | 22 | 0.0010 | 22 | 21,000 | 21,700 | 0.3 | No pen. 86,000 | 6 | 6 | 100 | 16.0 | 3.0 | 19 |
| Transparent Glassine | 18 | 0.0010 | 19 | 17,200 | 12,700 | 0.6 | No pen. 86,000 | 9 | 9 | 100 | 8.3 | 2.5 | 30 |

approximately the same weight. The bleached sulphite paper was given both a dry waxing (where all wax is driven into the sheet) and also a wet waxing (where the surface of the sheet has a heavy coating of wax also). Therefore, the added weight of the waxed sheets is due to the wax itself.

The manufacturer who is interested in keeping air away from his product will observe that he can do this well with a wet waxed sulphite paper, cellulose acetate, viscose sheeting or one of the newly developed high-transparency glassine sheets. Generally speaking he will require paper of high density, i.e., high weight per unit of thickness.

Those who are looking for papers of good water resistance will see that slow penetration occurs through the wet-waxed sulphite paper, cellulose acetate, moisture-proof viscose and transparent glassine. But further examination should be made of the tearing and tensile strengths—particularly the retention of strength after soaking in water. Here it will be observed that wet tearing strength is reasonably well retained by most of the sheets; while the waxed papers and cellulose acetate stand up best on tensile strength after soaking.

Additional handling tests on the wet sheets bring out the fact that certain ones become soft, stretch out of shape and would be unfit for long exposure to water or wet objects. Those which appear to retain their strength qualities best when wet include the waxed

air to pass through less readily than does wet waxed paper and yet it allows moisture to pass through 50 times as rapidly as the waxed sheet.

In like fashion resistance to water and to moisture are not always found in the same degree. Cellulose acetate sheeting allows moisture to pass through twice as rapidly as does dry-waxed paper but water goes through the waxed paper twice as fast as through the cellulose acetate.

Greaseproofness of the different kinds of wrappers is brought out strikingly in the turpentine test, showing that the dense, transparent papers excel in this respect. Part of this excellence is undoubtedly due to the nature of the material making up the sheet and part to the fact that the sheet is composed of a continuous film of this material. Thus it may be noted that in general grease-proof sheets have also high resistance to air penetration.

From such a study of wrappers one can form a fair estimate as to the kind which will best fit his needs. The man who is wrapping cigars asks for transparency and moistureproofness, so naturally turns to a sheet such as moistureproof viscose. Incidentally, he will do well to seal the sheet about the cigar, since an unsealed wrapper cannot keep moisture in if the door is left wide open! People have come to realize that the sheet must be properly applied if good results are to be expected. Furthermore, the public is finding out that transparency and moistureproofness do not (Please turn to page 98)

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| MAT COTE and PATENT LEATHER | |

Creations of Europe's best cover paper shops —



Carried in stock in America's smartest paper house —



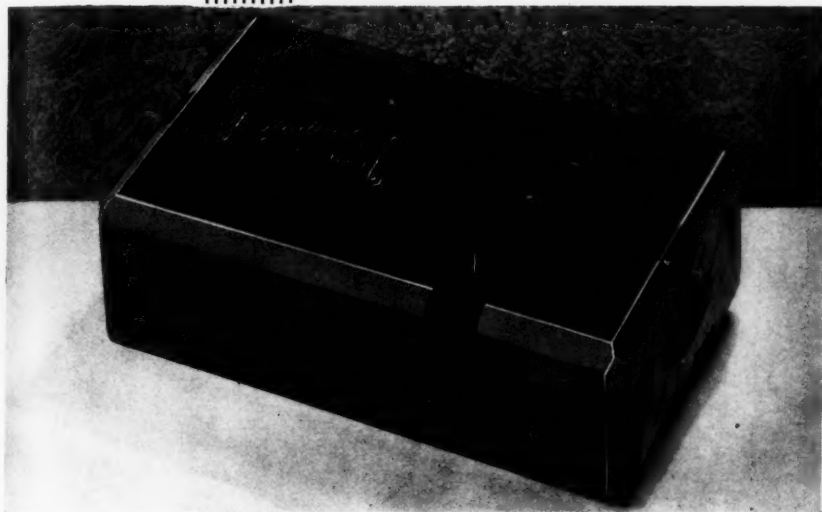
Papers by Keller - Dorian fix package styles



Samples on request

KELLER-DORIAN PAPER CO., Inc.
390 FOURTH AVENUE :: NEW YORK

This insert printed on **Brush Finish Silver** stocked plain and embossed



This Bevel- Edged Box

Boosted Sales

IN competition with all other Maillard packages, this velour chest outsold each one individually during the recent holiday season; proving the value of an outstanding package in selling \$1.50 merchandise in place of the regular \$1.00 sellers.

The package illustrated is but one of the smart new bevel-edged boxes originated by the Lebanon Paper Box Co., which can definitely add the convincing note of quality to your products.

Martin Ullman says:

"A recent investigation by me of confectionery packages reveals a peculiar uniformity about them . . . They are of monotonous order—elemental and ornamental—and look as though they were each in their separate sphere controlled by the same mind . . . They are characterized by a respect for convention which amounts to timidity."

The bevel-edged box proves an exception to this opinion.

LEBANON PAPER BOX COMPANY

LEBANON, PA.

NEW YORK OFFICE

51 MADISON AVENUE

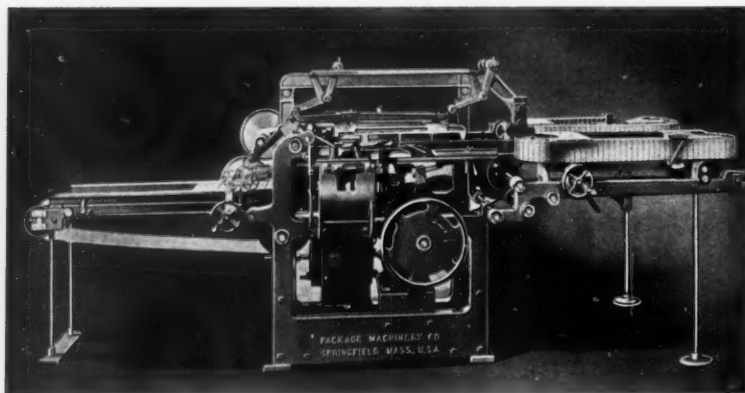
MACHINERY — SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

New Adjustable Wrapping Machine

A new high-speed adjustable wrapping machine, shown in the accompanying illustration, will be exhibited by the Package Machinery Company of Springfield, Mass., at the Packaging Show. This machine, announced but a short time ago, has aroused widespread interest among a great variety of manufacturers. It is already being used by a subsidiary of the

This new machine embodies the most modern mechanical principles of design. For example, it contains no cams. The only ratchet used is a silent ratchet similar to the free-wheeling device on automobiles. The ordinary reciprocating paper grippers found in most wrapping machines have been replaced by high-speed, continuous-rotary grippers. As a result of such mechanical improvements the machine is extremely durable and noise has been reduced to the minimum.



The new high-speed adjustable wrapping machine, the outstanding feature of which is its wide range. Modern mechanical design principles make it very durable as well as less noisy.

General Foods Company to wrap frosted meat, fish, packaged fruit and vegetables.


The outstanding advantage of this machine is its wide range. It is stated that the machine will wrap any number of sizes from 4 in. to 12 in. in length, from 1 $\frac{3}{4}$ in. to 4 $\frac{1}{4}$ in. in width, and from 1 $\frac{3}{4}$ in. to 3 $\frac{1}{4}$ in. in height. And even these dimensions may be extended in one direction if compensated for in another dimension. Changes from one size to another are quickly made by easy adjustments. The machine may be equipped to wrap with transparent cellulose, glassine, waxed paper, or the regular printed wrappers. The printed design on the wrapper is automatically registered on the package.

A manufacturer will often require a tight-seal with moistureproof cellulose, in order to properly protect his goods. The wide experience which the Package Machinery Company has had with this material and the fact that they have built hundreds of machines for handling it, is absolute assurance that they have incorporated in this machine all necessary devices required to give such protection.

The method of sealing the packages has also been greatly improved. Heat-sealing plates are used on the discharge conveyor for transparent cellulose wrapping and water-cooled plates for waxed wrapping. This improvement has made it possible to shorten the conveyor—a saving in floor space. It also results in a better seal.

Eastman Announces New Transparent Wrapping

Eastman Kodak Company announces the production of transparent wrapping material called "Kodapak." Kodapak is manufactured from cellulose acetate, which is also the principal material entering into the production of an important type of film made by the Eastman Kodak Company (safety film) and of the cellulose acetate yarn which the Tennessee Eastman Corporation makes for the textile trade. Whereas most of the transparent wrapping material previously on the market is derived from wood fibre, Kodapak is a cotton product, through transformation of the original cotton into cellu-



Millions of caps give proof

of the versatility, efficiency and speed of Pneumatic filling and capping machinery. Every standard size, shape and style of container and cap is used in the multitude of liquid and semi-liquid products handled by Pneumatic Machines. No other method of filling and capping is so favorably known for dependability and low cost of operation. Pneumatic offers a specific machine for every capping and liquid filling need at speeds from 30 to 120 per minute.

PNEUMATIC MACHINES (For Liquids or Semi-Liquids)

Semi and fully automatic filling machines; capping machines; automatic cap feeding machines. Pneumatic also offers the following machines for dry, free flowing materials:

Carton Feeders—Bottom Sealers—Lining Machines
Weighing Machines—(Net and Gross)—Top Sealers—
Wrapping Machines—(Tight and Wax)—Capping Machines—Vacuum Filling Machines—Automatic Capping Machines—Automatic Cap Feeding Machines—Tea Ball Machines.

PNEUMATIC SCALE PACKAGING MACHINERY

Standard Automatic Machine Division
PNEUMATIC SCALE CORP., LTD., 71 NEWPORT AVENUE
NORFOLK DOWNS (QUINCY), MASS.

Branch offices in New York, 117 Liberty St., Chicago, 360 North
Michigan Ave., San Francisco, 320 Market St., Melbourne,
Victoria, Sydney, N. S. W. and 9 Whitehall,
London, England

lose acetate and finally into the form of a thin, transparent, pliable sheeting.

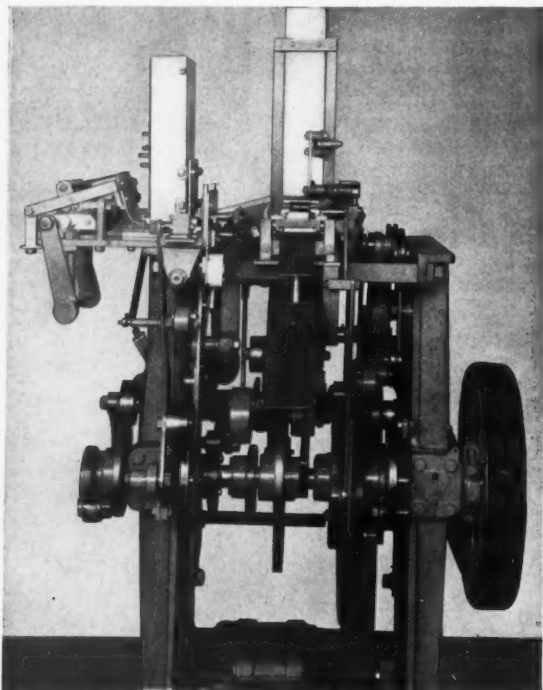
Kodapak has a brilliant, glass-like clarity, and a silvery appearance when it is crumpled in the hand. Its limpness permits it to fold easily and neatly around corners of packages. It is easily cemented in closing packages.

It is stated that tests show that Kodapak has certain definite advantages. It successfully withstands the action of liquid water without softening or distortion of shape. It is highly transparent and colorless. It does not have a tendency to become brittle in extreme cold and it will withstand high temperatures without coloring.

Direct development of the new product has occupied more than a year and a half, although the Eastman Kodak Company first began experimentation with cellulose acetate, the basic material of Kodapak and other products, in 1907.

New Cartoning Machine

Feeding and opening cartons mechanically, without the aid of any vacuum or other device, are features of a new cartoning machine announced by the L. Boettcher Company of West Orange, N. J. It is stated that the machine will handle either a tuck-in or glued carton,



New cartoning machine which embodies several important new features

occupies a space of 30 in. x 42 in. and is capable of turning out 60 cartons per minute with one operator in attendance.

The machine shown in the illustration is said to be particularly adapted to razor blades but also can be

used for a number of different products packaged in smaller sized cartons. In the machine the thin razor blades are fed in such a way that absolute count in the carton is obtained and this is done by an entirely novel idea incorporated in the feeding mechanism. The machine is extremely simple and is so constructed that the jamming of cartons or products is impossible.

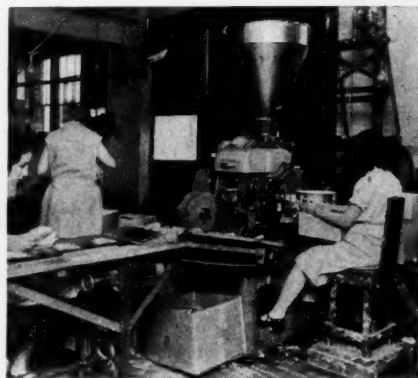
Because of its simplicity and few parts, the cost is comparatively low. Other packaging machines made by this company are to be announced in the near future.



The accompanying illustration shows the installation of an automatic collapsible tube-filling, closing, clip-making and attaching machine, manufactured by the F. J. Stokes Machine Company, Phila., in the plant of the Comfort Manufacturing Company, Chicago.

This machine is filling a very heavy facial clay which, it is said, cannot be handled satisfactorily on any other

Automatic collapsible tube-filling, closing, clip-making and attaching machine



automatic machine. It can be used also for filling practically any semi-liquid or paste into tubes from 1½ in. up to 7 in. in length. But little time is required for "change over."

Other leading plants have installed one or more of these machines for handling their various tube-filling jobs. They have a capacity of 140 gross of tubes per 8-hour day, a saving from the clip-making feature alone, of more than enough to pay the one operator's wages; clean, accurate filling; and a freedom from mechanical difficulties due to the rugged, simple design, which saves a large amount of time and trouble.

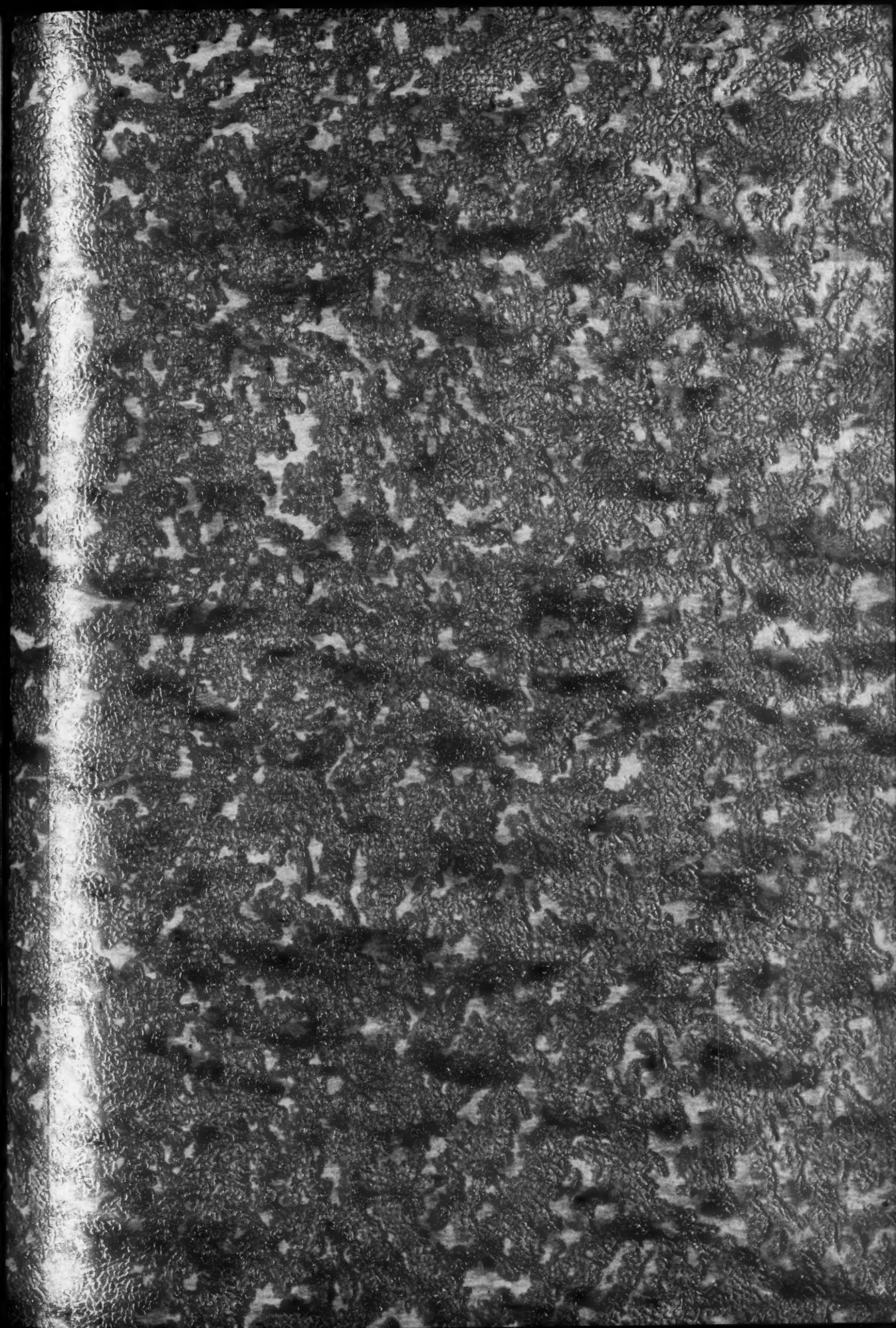


Marbleized effects on Fabrikoid are recent developments of the Fabrikoid Division of E. I. du Pont de Nemours & Company. These are in keeping with the vogue of marbleized effects in other branches of industry and are indicative of the various treatments to which the material may be subjected. It is obtainable in a number of color combinations, some printed in one color, some in two, others in one color with a Spanish finish. The fabrics are expected to be popular in the automobile and furniture fields, in addition to stationery, novelty, bookbinding, packaging, and others in which decorative effects are designed with luxury appeal.

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FLOATING COLOR PAPERS



*THE IRRESISTABLE CHOICE
OF THE BUYING PUBLIC*

This is only one of the many outstanding Series of the

**American
Beauty Papers**

**Manufactured by the
C. R. WHITING CO., Inc.
Hackensack, N. J.**



10,000 executives
will attend

PACKAGING'S

[Packing and Shipping, too]

OWN SHOW

Ideas—materials—methods—information. • In a manner and in an abundance nowhere else and under no other conditions possible, they are offered, for analysis, demonstration and comparison, to all whose work concerns itself with packaging, packing and shipping, at the Second Packaging Exposition, Conference and Clinics, to be held in the Palmer House, Chicago, March 7th to 12th, inclusive, under the auspices of the American Management Association. • Some 10,000 executives from all parts of the country have already indicated their intention of attending this outstanding event of the year in the province of packaging and its allied activities. • The event will be one of unusual interest and inspiration. Its value to all those whose activities penetrate or are affected by this rich new industrial field will be demonstrable in dollars and cents. • You are urged to make plans *now* to be there.

American Management Association

Second Packaging Exposition • Conferences • Clinics

PALMER HOUSE • CHICAGO

MARCH 7-12 . . . 1932

FEBRUARY, 1932 97

Unit Sale in Printed Transparent Cellulose Wrapper

"This beautiful 3-roll package sells on sight!" proclaim the advertisements of the Badger Tissue Mills, Kaukauna, Wis., in introducing the new Antoinette bathroom tissue. And that isn't all. Each paragraph in the copy centers around the various features of the package. No better description can be given of this attractive new package, shown in the accompanying illustration, than the advertisement's own copy. . . .



"Here's a worth-while advantage of the Antoinette wrapper. Preserving bathroom tissue clean and fresh is highly desirable." "Remove one roll at a time—the transparent cellulose wrapper will keep the remaining rolls perfectly clean." "Retailers will feature Antoinette because the three-color printed transparent cellulose wrapper is distinctive and the package will sell on sight."

The color scheme is black, two tones of a purple red and white. The product is recommended also as a cold cream remover tissue because of its fine quality. A tie-up with this additional feature of Antoinette tissues is created by the illustration, at the sides of the package, of a woman in the act of using the product. The printed transparent cellulose is the work of the Shellmar Products Company.

Protective Wrapping-II

(Continued from page 92) necessarily go together in a wrapper, so that manufacturers will do well to consider their requirements carefully and use none but a moistureproof sheet where it is actually needed.

The packer who wants to wrap damp meat can make use of a dry-waxed paper since it affords satisfactory resistance to water and yet is sufficiently open to permit "breathing" of the meat. The manufacturer of bread and pastry, crackers, tobacco and the like will turn to a wet-waxed paper for his wrapper since resistance to moisture is of primary importance while the ability to "self-seal" simplifies the adhesive problem.

Thus in the past we have solved many wrapping and packaging difficulties by proper knowledge of our wrappers, by careful study of the usage conditions and by intelligent cooperation between the manufacturer and the user. We shall never be any freer of such problems than we are of progress itself. But after all what wide-awake manufacturer craves the Utopia where these problems shall cease, or where they shall be solved without painstaking study and hard work?

Acknowledgment: For the paper tests reported in this article the author is indebted to the assistance of R. N. Hollands.

New Tobacco Package

Cigarette tobacco packaged in a moistureproof transparent cellulose inner-pack, so that one can see what he is buying, is the latest innovation in tobacco packing. The accompanying illustration shows the new package for this product from Mark Lickter, Hollywood, Calif., with the transparent cellulose window. This



package also fits into a leather kit which this company has placed on the market for the smoker who rolls his own. Included in the kit is a practical hand cigarette machine and one hundred paper cigarette tubes for the convenience of the smoker in blending to suit his own taste.

Several different blends of tobacco are put up into the new package. The varying types are distinguished by the number of stars and the color of the ribbon around the package.

SHADOW LEAF

Still one more new creation from the Hampden Mills at Holyoke. If you want to be first send in your request for large working sheets so that you may see how beautifully it makes up as the covering of a box. A complete set of sheets in a wide assortment of colors will be promptly mailed on request - - no obligation.

Hampden Glazed Paper & Card Company - Holyoke, Massachusetts

AN ADHESIVE FOR EVERY
MACHINE OR HAND OPERATION

YOU CAN'T TURN YOUR BACK ON THESE FACTS!!

Materials can't be bought on
price alone. Operating costs
are the ones that count.



"TESTED"

ADHESIVES

are designed and produced
to cut costs. . . not in origi-
nal price but in efficiency.
They are:

Designed for the
particular job
Carefully made
Accurately standardized
Uniformly dependable
Economical to use.

These facts mean the elimi-
nation of costly production
schedule delays and the re-
sultant lowering of your pro-
duction costs.

NATIONAL ADHESIVES CORPORATION

Home Office—820 Greenwich St., New York

1940 Carroll Ave., Chicago—883 Bryant St., San Francisco
15 Elkins St., Boston—1305 Germantown Ave., Philadelphia

WORLD'S LARGEST PRODUCER
OF ADHESIVES

Sales Offices in all principal cities

DISPLAY at the Point of Sale



adds new selling punch to Packaging

The sales power of the finest package on
the shelf is practically helpless against an
inferior package compellingly displayed.
Union Display Racks have succeeded as a
means of securing this powerful display
value in retail stores. They are inexpensive
to furnish with the merchandise. They
make it easy for the retailer to feature your
product—and hard for the customer to over-
look its appeal.

Packaged and bulk goods, cans, bottles
and brooms—an endless variety of articles
have already boosted their sales volume by
this method. You may use one of the racks
already designed, or perhaps a new design.
We will gladly submit samples. *Send for an
attractive circular illustrating 45 styles.*

45 Styles

*Send coupon
for illustra-
tions.*

UNION STEEL PRODUCTS CO.
521 Berrien St., Albion, Mich.

UNION STEEL PRODUCTS CO.,
521 Berrien Street, Albion, Mich.

- ☐ Please send complete information on your display equipment.
☐ Please have representative call.

Name.....

Firm.....

Address.....

City..... State.....

MP 2-32

UNION Collapsible Wire DISPLAY RACKS

What Packagers Are Talking About

A visit to the packaging exhibit being conducted by George Switzer, designer, 210 Madison Avenue, New York, is indeed worthwhile. Manufacturers and producers of all types of packaged products will find there many ideas which they can apply to their own production. Two rooms are devoted to samples of packaging work from practically every country in the world as well as Mr. Switzer's own handicraft and that of Alexey Brodovitch, Russian designer, who, as a resident of this country, is taking a keen interest in this effort to inculcate new expressions in American package design.

Of extreme interest are the sections devoted to wrapping papers. From Sweden are colorful samples in which are employed all the brilliant colors typical of that country. Outstanding are numerous samples from the leading department stores and individual shops in Japan. Among the latter are some used exclusively for the wrapping of specific merchandise, something quite unheard of in this country.

R. H. Macy & Co., New York, have contributed samples of many of their imported packaged food products. These range in materials from glass to pottery and metal containers.

The Japan Paper Company, 109 East 31st Street, New York, is another contributor. Sample sheets of its various paper stocks, manufactured in primitive fashion by natives in the interior of Japan are most interesting and unusual. Finished stationery items from this house are also shown.

The Reynolds Metals Company, New York, are also represented, and alongside the output of a well-known German metallic paper manufacturer, their products show off to advantage.

* * * *

O'Brien & Company, 2694 University Ave., St. Paul, Minn., have been appointed representatives of the Cincinnati line of fibre cans and tubes, manufactured by the Cincinnati Mailing Device Company of Cincinnati, Ohio. The territory to be covered includes Minnesota, North and South Dakota, the western and northern part of Iowa and the western half of Wisconsin.

* * * *

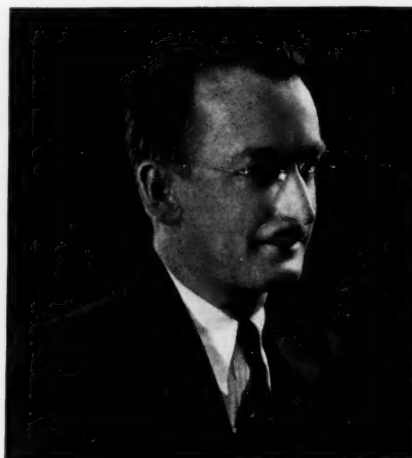
Announcement has been made of Industrial Design, Inc., West 42nd St., New York City. Simon de Vaulchier, formerly industrial art counsel for the Hearst Publications is president; Roy Sheldon, formerly with Calkins & Holden, industrial styling division, is vice-president and G. W. Blow is secretary and treasurer. This new organization will function in coordinating merchandising plans and production facilities of manu-

facturers with designs, create designs and develop their practical production, and cooperate with advertising agencies.

* * * *

Announcement is made that A. H. Ross, secretary and sales manager of the U. S. Bottlers Machinery Co., Chicago, Ill., has resigned his position as sales manager to head a production engineering and sales company under the name of A. H. Ross & Company. The new

A. H. Ross,
former secretary and sales manager of U. S. Bottlers Machinery Company, who resigned to become president of a new firm of production engineers to be known as A. H. Ross & Company



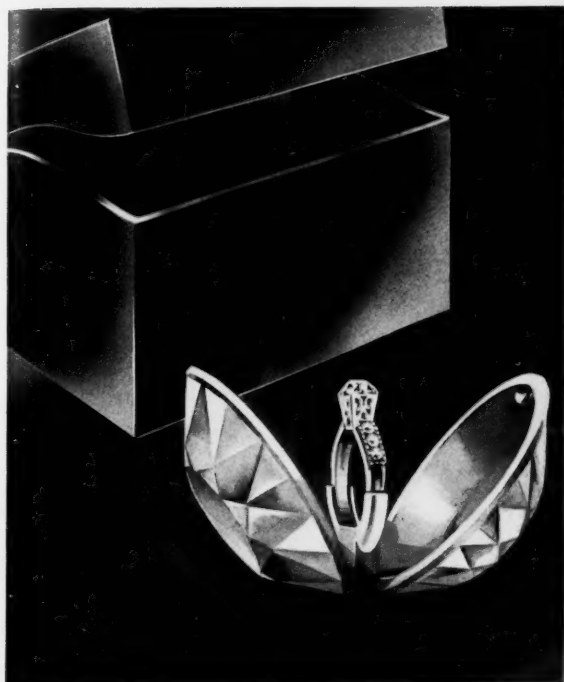
organization will act as sales representatives for U. S. Bottlers Machinery Co. equipment and has opened offices in the La Salle Wacker Building, 121 West Wacker Drive, Chicago. The offices occupied by the U. S. Bottlers Machinery Company at 55 West 42nd St., New York, will be taken over by the sales company.

One of the features to be offered by Mr. Ross' organization is a production engineering service which will give assistance to manufacturers in the pharmaceutical, chemical, food and other fields, in laying out and equipping new production plants or in revising and modernizing existing production lines.

Mr. Ross has been associated with the U. S. Bottlers Machinery Company for nineteen years and is one of the best known men in his field. The entire selling organization which was formerly associated with him has gone with him under the new plan of operation.

* * * *

Ever progressive, Richard Hudnut, perfumers, have just introduced one of the most practical and convenient lipstick cases ever offered. It works automatically and is so called. Women are always losing the tops to their lipsticks, or fortunately or unfortunately, as you will, dropping them at most inconvenient times and



MOLDED CONTAINERS

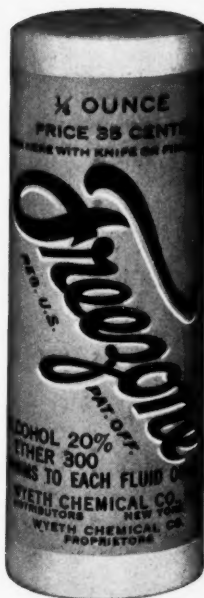
MANUFACTURERS who appreciate the important part the package plays in the making of the sale are invited to counsel with our designers, who will gladly co-operate with them in the creation of new and attractive containers.

CHICAGO MOLDED PRODUCTS CORP.

2142 Walnut St.

Chicago, Ill.

THEY COST LESS!



"Freezone" was formerly put out in a wooden tube. We were called in and built a sturdy paper container for them, at a much lower price, besides showing a savings in postage and freight. Can we not work out the same savings for you? Send us sizes and we will gladly furnish samples and prices.

CLEVELAND CONTAINER CO.
10421 BEREA ROAD, CLEVELAND, OHIO

Plants: Cleveland — Philadelphia — Detroit — Hoboken

SilverStitch

REG. U. S. PAT. OFF.



SAVE MONEY

in stitching fibre boxes

Silverstitch saves money for users of stapling wire in two ways.

1. Its accuracy in temper, width, and thickness assures smooth feeding through stitching machines and increased production.
2. One piece continuous length five pound coils reduce the number of threading operations. Only one stop for threading is necessary for each coil of wire. The ten pound coil makes further savings possible and is recommended where the stitching machine has the required 7½" clearance.

Because of these two reasons hundreds of stapling wire users are now stitching their fibre boxes with Silverstitch.

Send today for a FREE five pound coil of Silverstitch. See for yourself why this modern wire has grown so popular. No obligation.

ACME STEEL COMPANY

General Offices: 2840 Archer Ave., Chicago, Ill.
Branches in principal cities.

places. The new lipstick eliminates all such accidents by the automatic circular slide at the top which uncovers the lipstick by the usual turn at the bottom. At the same time a continuation of this movement pushes the lipstick up through the case. The reverse procedure seals the lipstick.

* * * *

The Shredded Wheat Company is now printing a dotted line diagonally across the ends of its shipping case. This serves as a guide for the retailer in cutting the box so that a display carton may be created.

* * * *

Packages have an intriguing way all their own of arousing curiosity, interest, desire and also suspicion. *Time*, in its issue of January 25th, has this story to tell regarding the innocent abettor of the latter vice:

"When the porter who opens packages addressed to Assistant Secretary of Commerce, Julius Klein, found a heavy wooden box he was wisely suspicious and promptly summoned building guards. The guards called police. The police suggested the Bureau of Standards and the Bureau of Standards referred them to the Bureau of Mines. The Bureau of Mines thought the bomb should be opened at the Naval Research Laboratory. At the laboratory a squad of marines fired several rifle bullets into the box. Then an expert, working with mirrors and long implements from behind an iron shield, pried the lid open. They found the box packed full of small white tablets. Next day Claudius Hart Huston, one-time G. O. P. chairman, revealed that he had sent the tablets—a new form of concentrated heat—on behalf of an inventor friend who wanted an opinion on their marketability from encyclopedic Julius Klein."

* * * *

The Best Foods, Inc., is the name of the new concern resulting from the merger of The Best Foods, a division of the Gold Dust Corporation and Richard Hellman, Inc., a division of General Foods Corporation. Controlled jointly by its parent companies, the new concern will distribute the brands of both companies which are being retained.

* * * *

Candy Brands, Inc., New York and Boston, candy manufacturers, through A. E. Philips, director of sales, announce the appointment of R. C. Hewitt as sales manager of their E. Greenfield's Sons division and A. N. Duker as sales chief of the Repetti division. Both Mr. Hewitt and Mr. Duker, who have been intimately associated with the candy industry for many years, will make their headquarters at the Brooklyn plant of the company.

* * * *

Arthur A. Morse, formerly president of the Tin Decorating Company of Baltimore, Md., is now associated with the Forbes Lithograph Manufacturing Company, Boston, as president, assuming active management of the company. William S. Forbes is chairman of the board of directors and continues as treasurer.

Peanut Butter Jar Re-Designed

The accompanying illustration shows the new de luxe jar for peanut butter, a product of J. W. Beardsley's Sons, Newark, N. J., which is another indication of the trend toward artistic and practical containers.

The entire assembly is simple and attractive. The container has six sides, tapering toward the top; the



background of the label is silver, to match the silver metal closure, with the design in red. Transparent cellulose is used as a wrapper. Walter Dorwin Teague designed the jar.

Household Accessory in New Dress

Products for polishing silver and other utensils are stepping up in package dress. The most recent is S. C. Johnson & Son's Shi-nup silver polish shown in the accompanying illustration.

Both closure and label show the influence of present trends. The black and orange label draws the eye to the brand name and the lettering is sufficiently toned down to make the former perform the sales building function.

The closure is black with the center of the top in silver, illustrating the use of the product. The jar is a product of Owens-Illinois Glass Co.



HYCOLOID*—easy to use

for manufacturer
and consumer

Distinctive Odorless Containers
in all colors and tints



Hycoloids flow freely through your production plant, with never a pause to reject or remove broken or imperfect containers—they're unbreakable . . . No "damage-in-transit" to mar distribution—no costly protective wrappings necessary.

Transparent or opaque, they carry their contents in molded, moisture-proof containers, labeled in production—their streamlined design—without "bottle-necks"—yield their contents without irritating consumers.

HYCOLOID
COLLAPSIBLE TUBES
VIALS—BOTTLES—JARS

They are "perfect" packages

*UNBREAKABLE—FEATHERWEIGHT—SEAMLESS—MOISTURE-PROOF—TRANSPARENT

HYGIENIC TUBE & CONTAINER CO.

43 Avenue "L"

Newark, New Jersey

EMBOSSING

PRINTING

GUMMING

WAXING

IN
CONNECTION WITH

Kraft
Glassine
Cellophane
Box Trims
Crepe

CREPEING

COMBINING

AND ALL SPECIAL
PROCESSING

Waldron Box Trims Machines

New materials—new shapes—new designs—for wrappings and trims! The demand is for something new—something novel—something better—in cartons, packages and containers. How to make them—quickly, economically—is constantly presenting new problems for production executives.

We invite inquiries of any nature regarding converting problems. Inquiries treated in confidence.

Right now WALDRON advisory service is proving of timely value—pointing out to production men, ways and means to completely meet their new requirements. Only an organization with Waldron's long specialized experience and knowledge of processing problems is capable of rendering such assistance.

JOHN WALDRON CORPORATION

MAIN OFFICE AND WORKS, NEW BRUNSWICK, N. J.

CHICAGO

NEW YORK

PORTLAND, ORE.

Announcing Perfected Adhesives

for use on

MOISTURE-PROOF TRANSPARENT CELLULOSE

NOW you can obtain adhesives that insure perfect, permanent sealing of moisture-proof transparent cellulose, whether applied by rapid automatic machines or by hand.

They are clean and transparent—and can, therefore, be used for wrappers for food products as well as other merchandise. Also ideal for gluing cellulose in window cartons.

Send us details of your requirements and we will gladly forward to you samples for testing purposes. The services of our experts are at your command in solving any of your adhesive problems.

UNION PASTE CO.

200 Boston Ave.

MEDFORD, MASS.

Congress Offers a New Compromise in Package Design Protection

(Continued from page 70) the advantages of the special mold bottle. On the other hand, the rise in popularity of art bottles for perfumery and cosmetics and the rewards of de luxe packaging have fired with ambition many advocates of distinctive packaging in glass. These latter, by the by, are just now under the pressure of double-acting influences. On the one hand, the vogue for naked containers or unwrapped bottles is forcing the individualist in packaging to rely for distinction solely upon the container rather than upon any outer dress. On the other hand, the users of the stripped-for-display containers have been completely baffled in their efforts to establish monopolies through securance of trade mark credentials for details of container construction or adjuncts. The futility of this effort has been emphasized anew, just this past few weeks, by the failure of the appeal of the Walker-Gordon Laboratory Company which carried to the highest court its application for the registration as a trade mark for milk of a silver-colored bottle cap.

In order to "get the plot" of what has happened in the new bill, perhaps we should refresh our memories regarding that seeming rift of sentiment in package circles which started it. It is no exaggeration to say that the present contemplation of a double standard of protection for package designs is due to one man, that man being Henry W. Carter, vice president of the Owens-Illinois Glass Company, Toledo, Ohio. It affords a remarkable demonstration of what a lone container executive may accomplish in influencing the course of national legislation. Not by virtue of any special influence but simply by being energetically on the job at the Capitol when other members of the container industries, holding different views, were absent.

When the project to supplant design patent with design copyright registration was put forward during the last Congress it attracted little attention from any manufacturers of glass containers, although the instrument of protection proposed would be a counterpart of the French law which has been so serviceable in rewarding genius among French designers of glass packages. When the House passed the bill and sent it to the Senate there was an awakening. As early as December, 1930, Mr. Carter was in correspondence with Henry D. Williams, of New York, one of the drafters of the Design Copyright Bill, inquiring what would happen if copyrights were registered for two or more bottles that are identical or so nearly alike as to be indistinguishable.

Mr. Carter appeared in person before the Senate Committee on Patents when, early in 1931, it resumed public hearings on the design copyright measure. On this occasion, however, he appeared not solely as an executive of the Owens-Illinois organization but likewise as a member of the legislative committee of the Glass Container Association of America, which organization, he announced, represents perhaps 95 per cent of the bottle-making industry. He declared as an officer

Always a Bull's-eye



Ridgelo
CLAY COATED

Lowe Paper Co., Ridgefield, N. J.

If you are Aiming at
INCREASED SALES

And you are Sighting Thru
EYE APPEAL, —

You will hit the Bullseye
Most Frequently
If Your Package is made of

Ridgelo
CLAY COATED

Made at Ridgefield, New Jersey
by the
LOWE PAPER COMPANY

This Insert is
Ridgelo Clay Coated Folding Boxboard
Lithographed Both Sides

of "the largest company in the industry" that the evils of design piracy which exist in certain lines such as textiles and are the inspiration of the current design protective program "do not exist in our industry." He asserted that it was entirely improper, bad legislation, bad economics and bad business to force the remedy or nostrum which is to cure the disease of one section of industry upon those who are perfectly healthy and do not need any medicine at all.

The delegate from the glass container group made it clear to the Committee that what he particularly feared was that the definition of the word "original," as used in connection with copyrighted designs, would mean that "there is simply no end of the absolutely illegitimate trouble that may be forced on a perfectly honest and honorable manufacturer." He further explained that the existing design patent law affords all the protection that the bottle industry needs and voiced his apprehension that under what he characterized as "cheap and universal copyright," injunction suits would be multiplied by thousands.

To a person conversant with the play of Congressional policies and the parliamentary strategy, it is not at all strange that a protest against inclusion made before a Senate Committee early in 1931 should be reflected a year later in the House via an amendment which would omit glass containers, etc., from the jurisdiction of design copyright. The crusaders for design copyright believe as firmly as ever in 100 per cent coverage of designs by the new shelter. But, as practical men, they are bent upon getting their measure through Congress. If this can be accomplished by dropping a controversial item or element they are willing to make that sacrifice. Not realizing, perhaps, the hypothetical plight of the package industries with some of its mediums protectable only under patent and others protectable only under copyright.

In my talks with Congressmen, in quest of the cause of the sentiment let-the-package-people-fight-it-out-between-themselves, I have found one rather questionable conviction. Thanks to the unchallenged testimony of Mr. Carter, members of Congress have gained the impression that in the packaging field the majority of packers are depending very slightly, or not at all, upon container form for identification or consumer-recognition, but are relying rather upon container color and the outer dress of the package. Mr. Carter planted this impression when he stated that his concern manufacturers 500,000 gross of bottles annually for Canada Dry and that this company depends upon the "color of the glass and the way the package is dressed up" for identification in the mind of the public. In answering his own question, "What does a bottle design mean?" he declared that the Coca-Cola Company could do just as well with any other shape of bottle as with its patented mold. His comment was, "If they should change tomorrow and re-educate the public their new design would be just as good as the old one."

That there is pending a bill which leaves package or container designs half in and (Please turn to page 107)



... Out In Front

The new trend to open display is pretty tough on some products that are still packaged in the styles of by-gone days. Smart newcomers are out in front—they receive dealer preference, and what is more important, consumer preference. You can rely on "U S"—many leaders do—for packages of color, character, and sales power.

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FEBRUARY, 1932 105

Direct-Sale Products Adopt Modern Dress

(Continued from page 63) to the design of the bottles and jars. As may be seen in the illustration this takes the form of graduated circular steps. To match the color scheme of the label, a most attractive closure¹ is used. Made of gold metal, crystal finish in a futuristic design, it imparts to the product a most luxurious aspect. In fact, regardless of the good taste displayed in the design of the label and containers, the closure is so outstanding, due to the workmanship and material, it alone carries the burden of attention appeal by putting in the background the other parts of the assembly. This type closure is used on all the jars and bottles in the Faith Avery line. In the foreground of the illustration is shown the container for Faith Avery powder which also makes use of this material for the cover, thereby giving the consumer a durable and practical package which will withstand the continual handling to which it is subjected.

A feature of interest which applies to each line included in the Zanol redesign program is the variety of materials used for package dress. Not one source was overlooked that would make each line outstanding and strictly up-to-the-minute from a package merchandising angle. In addition to the materials already mentioned, and velour and gold² paper covered containers for the perfume odors in the Faith Avery line, the Dream Girl and LaBara preparations, the other two cosmetic lines produced by this company, employ phenol resinoid metal containers and flint paper in their package dress in addition to the standard cosmetic containers.

Due to the fact that the Dream Girl and LaBara lines complement the Faith Avery line and are sold to the same customers, the company felt that there was no need to create a family resemblance. The former employs three shades of pastel green with a three leaf design motif and the latter effectively combines three shades of lavender.

In the male toiletry line, also, no family resemblance was created. Green as the background, with black and silver stripes as the decorative motif, forms the color scheme. A product from each of the latter three lines is shown in the illustration at the bottom of page 63.

¹ Consolidated Safety Pin Company
² Artcote Papers, Inc.

A Correction

In the December issue appeared an article, "There Is Room for Package Styling," which featured the "Evening in Paris" packages put out by Bourjois. The name of the manufacturer of the blue bottles was mentioned but reference to the metal closures was inadvertently omitted. We are glad to correct this and advise our readers that of the three items illustrated the closures on two of them are manufactured by the Consolidated Safety Pin Company of Bloomfield, N. J.

Modern Packages on Dress Parade

(Continued from page 55) possible to adapt them to the color motif of any particular line of merchandise. Their remarkably hard and durable finish is secured by giving the surface of the metal an anodic treatment which covers it with an oxide film. This film of aluminum oxide has a strong affinity for certain types of organic dyes. When these dyes are applied to the prepared surface of the metal, the result is a smooth, hard, highly lustrous finish possessing unusual beauty. This process of finishing the container is commonly referred to as the Alumilite process.

These containers can be printed with stop off ink before coloring, giving a very beautiful color and silver effect. Engraving is also easily performed on an automatic multiple engraving machine. Designs and names are clear-cut and permanent.

The strength and rigidity of a metal can is important. It will not break, and is fitted to stand all manner of abuse. Even after its original content has been removed, it continues to serve as a general handy household container.

The development of the aluminum container is a definite step toward uniformity in the packaging industry. The manufacturer has at his command a material that serves equally well for his entire line—from his most exclusive beauty jars to his least expensive toothpaste tubes. The profitable expression, "Styled to a Line," seems well on the way to be an established fact.

Candy—Buy the Yard

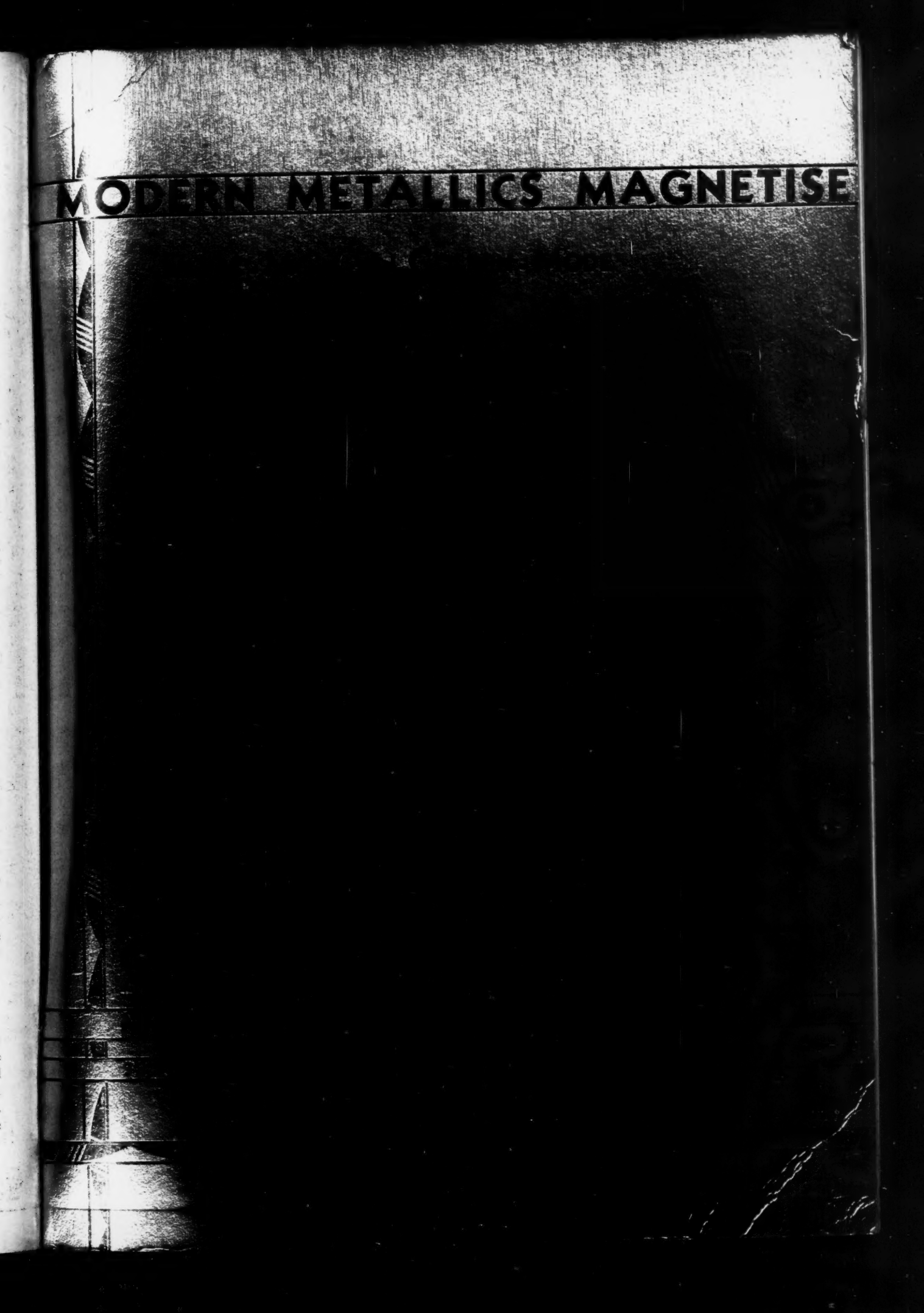
(Continued from page 58) forming and sealing device of the machine. Here the edges of the strip are folded over to form an endless tube completely surrounding the candies, and a closure, which consists of a crimping as well as a heat seal, is effected. The strip can then be cut automatically into any length and include any number of tablets or candies required. The capacity of the machine permits the packing of 150,000 pieces of candy in a normal working day.

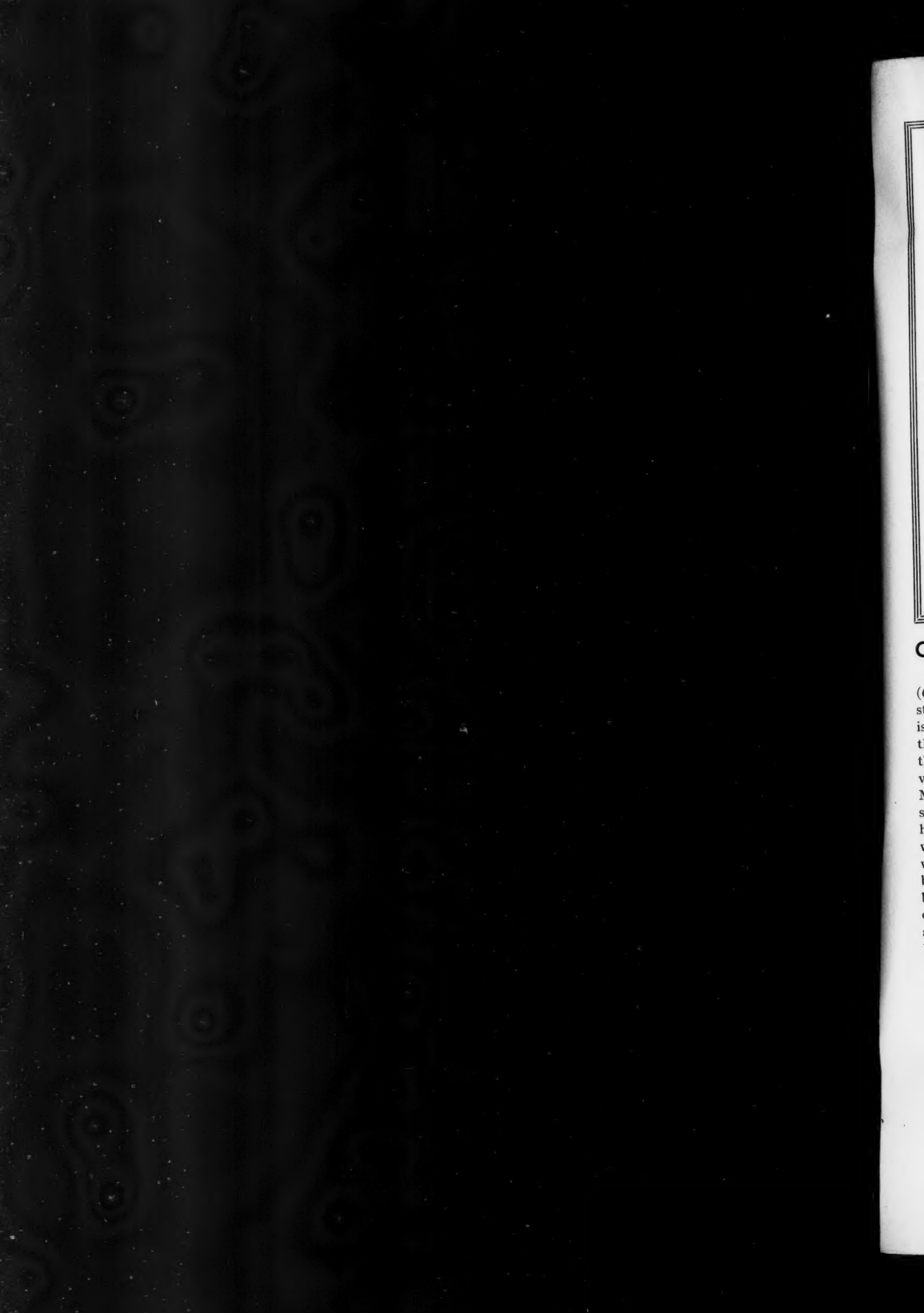
Not only does the method offer an economical form of packaging but it permits the product to be presented in a particularly pleasing form and one which creates confidence. And, above all, it is new and represents the modern-day idea of what should constitute a good package.



Frank E. Donovan, formerly manager of the United Paper Company of East Braintree, Mass., has joined the staff of the Robert Gair Company. Mr. Donovan will devote himself to the promotion of special paperboard products, particularly those in which asphalt is used. **Paul F. Slaterry**, assistant to Mr. Donovan at the United Paper Company, succeeds him as manager.

MODERN METALLICS MAGNETISE





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"POUR-OUT"

ANOTHER outstanding improvement has been developed by GUTMANN! A simple means of enabling one to pour out the contents of a bottle without dripping over the side is now available for large bottlers using automatic conveying equipment between their filler and capper.

This "POUR-OUT" is furnished as a part of our C.T. caps, and is automatically transferred onto your bottle when cap is applied.

This invention is covered by our Patent No. 1,837,618.

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SPECIAL PURPOSE CAPS

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Pats. Pending

Congress Offers a New Compromise

(Continued from page 105) half out of the projected institution of design copyright does not mean that the issue is closed. Before a bill is reported in either house there will be hearings before the patent committee of the House and Senate. Indeed, Representative Sirovich, the new chairman of the House Committee, tells MODERN PACKAGING that his idea is to start from scratch on this subject—to conduct, first, a series of hearings or open forums in which business men in all lines will be invited to express their frank opinions as to just what may be done to improve the present laws. On the basis of that symposium a tentative design bill would be drawn. With this bill constituting something concrete to shoot at, a second series of hearings would be arranged in order to revise and polish the bill before it be sent, with recommendation for passage, to the House. In the Senate, the Patent Committee has a new chairman—Senator Felix Hebert of Rhode Island—for whom the idea of Design Copyright, Limited, has no terrors, if business men insist that is what they want. But a factor to be reckoned with is Senator C. C. Dill of Washington, who tells MODERN PACKAGING that he has little sympathy for design copyright in any form. He feels that all the design protection which packages need can be provided by patching up and modernizing our design patent law. And he will introduce amendments for that purpose.

The January Front Cover

Inadvertently we failed to state in the January, 1932, issue that the color illustration shown on the front cover of that number was printed from plates furnished us through the courtesy of the Owens-Illinois Glass Company. This illustration, it will be recalled, showed a group of glass bottles and jars containing food products. We regret the omission, and take this opportunity of making the acknowledgment.—EDITOR

"Shu-Care," a new shoe creme from the Nu Shine Company, Reidsville, N. C. Attractively packaged in a newly designed bottle, developed by the Owens - Illinois Glass Co., complete harmony has been achieved. The carton follows the design of the label, the design conforming to the lines of the container. The closure is black phenol resinoid.



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It is a unique magazine in many respects—beautifully printed, profusely illustrated—many reproductions being in full color. It is the outstanding and only authoritative magazine covering packaging completely, thoroughly and accurately.

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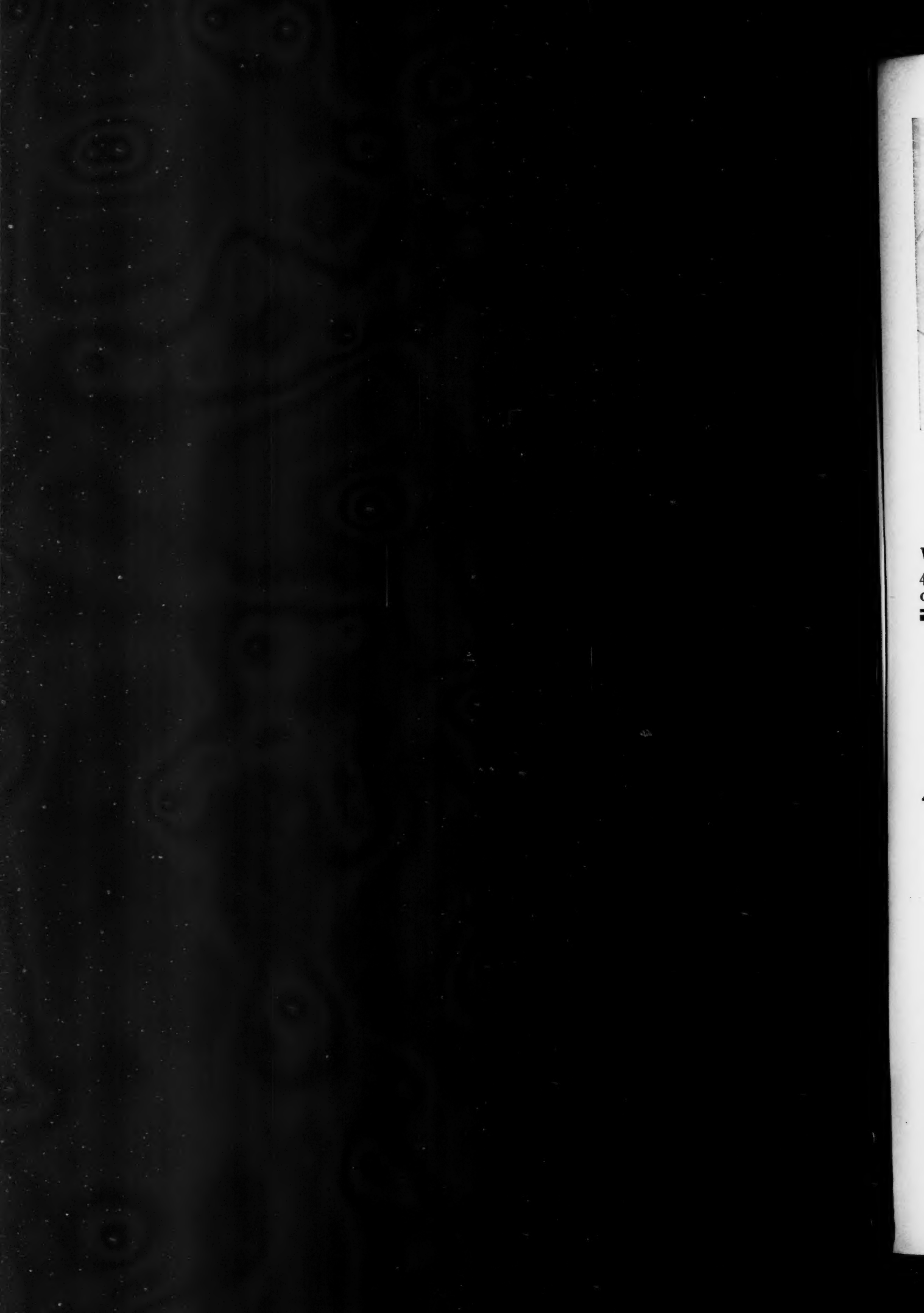
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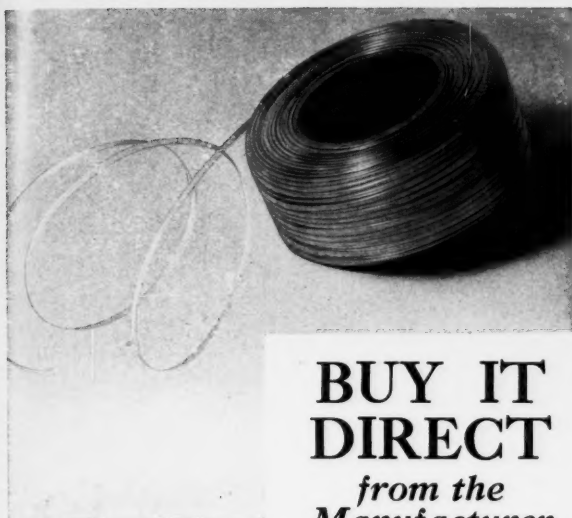
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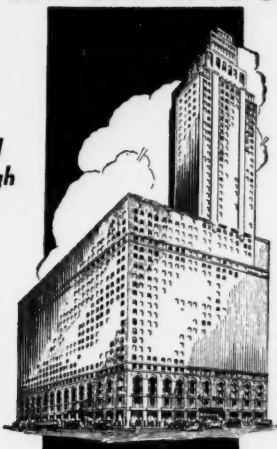
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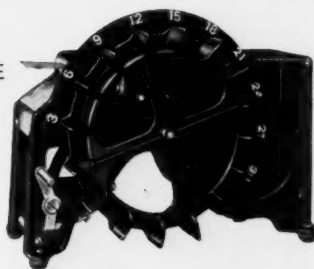
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All the containers we make are not famous—but the fame of many is already in the bud. We think with pleasure of the great businesses we served when they were small (except for a big idea) whose containers by the millions we still make. We think with pleasure of many businesses today not yet great, whose containers we are making the best we know how. As they grow, we grow. Some of them will one day be great.



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